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Economic Advertising

A MONTHLY
MAGAZINE
published in



the interests of
CANADIAN
ADVERTISERS

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10 cts. the Copy

\$1.00 the Year

Stewart & Tobin

Publishers

43 Victoria Street, Toronto

Talk

The

No. 1

Letter and Copy Shop

IF YOU had determined to invest in a new dwelling it's a certainty that you would not draw the plans and undertake the contract yourself. A reliable architect would fix the plans according to your ideas. The contract would be awarded to a first-class builder, even if his tender were not the lowest.

Why should you attempt to build up *Effective Advertising* all by yourself? You'll readily admit that your knowledge of advertising is no more specific than your knowledge of building. Doesn't it seem reasonable that—if you wish your advertising to be a good investment—you should give your ideas to a *firm of specialists* and let them build it up for you?

The Letter and Copy Shop has been instituted by the publishers of "*Economic Advertising*" for the purpose of assisting business men to make more money out of their advertising. It is merely a logical and necessary department of our business. All work accepted will receive our personal attention.

The Letter and Copy Shop will write a series of ads. about any article or product that will interest and impress probable customers. We produce booklets and follow-up letters that ring true, and we make catalogs that sell goods.

If your appropriation is not handled by a reliable firm of specialists it will pay you to consult us about your advertising. Our price for this kind of work is not always the lowest. But—*our stuff is plain, interesting and readable. Your customers will believe it.*

The Letter and Copy Shop aims to reduce advertising to an exact and simple science. If you are interested we will tell you how.

Stewart & Tobin Aberdeen Chambers
TORONTO

Economic Advertising

WILL DISCUSS in
an informing, practical
way, every class of
advertising. Some of the various
forms to be dealt with are men-
tioned below

Newspapers

Periodicals

Trade Papers

Bill Boards

Street Cars

Catalogs

Booklets

Circulars

Follow-up Letters

Special Subscription

Two Years **Offer** One Dollar

ECONOMIC ADVERTISING will be mailed to any manufacturer, wholesaler, or retailer, or their representatives, in the Dominion of Canada, Newfoundland, or Great Britain, during the first week of every month until October, 1910, for One Dollar.

¶ **CONDITIONS:** Your name and address must reach us before the end of October, 1908, and a good Canadian dollar, Post Office Order, or your cheque, payable to *Economic Advertising*, will be acceptable at your convenience. After October positively no subscriber enrolled at less than One Dollar a year.

Reasons Why You Should Subscribe at Once.

¶ *Economic Advertising* is backed by ample capital and is here to stay.

¶ Advertising is, or should be, an important department of your business, and you desire to supervise it just as intelligently as any other department. The business of this publication is to keep you in touch with all happenings in the advertising world—to make all phases of publicity plain, clear and understandable and to *protect your interests*. You certainly should take advantage of our special offer.

Economic Advertising 43 Victoria St.
TORONTO

Economic Advertising

T. Johnson Stewart, Editor

T. J. Tobin, Business Manager

Vol. 1

September, 1908

No. 1

Straight Talks

What's in a Name?

The title of a publication of this nature should be a terse proclamation of its mission, nothing more and nothing less.

Practical admen know that economic advertising is the only sure and certain foundation for more and better advertising.

Some manufacturers and merchants talk about the money they spend in advertising. All business men should regard their advertising expenditure as an investment—because, when it is not that, it is not advertising at all.

The mission of this publication is to help advertisers and publishers alike to eliminate all waste in advertising. Every hundred dollars wasted in haphazard advertising destroys a subsequent investment of five hundred dollars, at the lowest possible estimate. While very few, if any, Canadian advertisers are investing too much money in advertising, all are not doing so scientifically, or economically. As a rule our merchants and manufacturers are investing too little in systematic advertising.

The man who reads the ever-expanding Canadian market understandingly, knows very well that many of our advertisers are not alive to their opportunities. It is true that scores of shrewd, clear-seeing business men are cornering their share, and perhaps a little more, of our expanding market at the lowest possible cost; but the majority of us are just a little slow-minded. Conde Nast illustrates this point forcibly, and incidentally reveals the fact that all the smart people on the continent do not live in New York City. Speaking of the splendid opportunities afforded real estate investors by the building of the Subway, he says:

“Everybody knew, months and years in advance, exactly what sections of the city were to be benefited, just exactly what tracts of real estate were to be transformed by the Subway from cheap rents into highly desirable residences; and, furthermore, everybody knew just what day this transformation would take place. Yet, amazing as it may seem, the inevitable rise in real

estate did not occur until the Subway was actually opened to the public—on that first day the increase in prices was greater than during the whole five years preceding. ON THAT DAY THE DULLEST SAW."

The inevitable increase in the demand for all sorts and conditions of products is practically upon us; but how many advertisers in Canada seem to realize the full significance of our expanding home markets? We predict that space in our best advertising media will be 75% dearer ten years after this. Surely the economic, the scientific way to advertise your business and insure a steadily increasing volume of trade is to advertise now and constantly.

Spasmodic advertising, it does not matter how big the investment, is not scientific, and cannot be economic. Haphazard advertising is nearly always wasteful. The cause of advertising is damaged, not helped, by a too bulky appropriation.

"Economic Advertising" will help to place all Canadian advertising on a sound, common-sense, business basis. The sooner every dollar invested in advertising begets subsequent advertising, the better it will be for both advertisers and publishers. More and better advertising on the part of our manufacturers will lessen the volume of our imports quicker than all the tariff walls we can erect. The quickest way to scare a panic to death is to keep on advertising systematically and scientifically. Let us talk less about the possibilities of Canada and more about the certainties. The speedy development of the country is as sure and certain as the existence of human life on this planet. The wise reader will recognize the need of a Canadian Advertising magazine and he knows that the only logical and comprehensive title for this magazine is "Economic Advertising."

No Entangling Alliances

An unbiased advertising magazine can only be successfully conducted by a new concern, at once free from prejudice and entangling alliances. Its editors should have a thorough working knowledge of all sorts and conditions of advertising; should be able to see every phase of the business from the view-point of every man interested in advertising, directly or indirectly.

Several magazines, apparently devoted to advertising, and conducted with varying degrees of ability, are published by our American cousins; but not more than a few are anything but elaborate house organs. A publication, which is a house organ first, and an advertising magazine after that, cannot be expected

to weigh the value of the different forms of publicity either justly or impartially, however informing it may be.

"Economic Advertising" is not that kind of an advertising magazine. It is published solely in the interests of Canadian advertisers and publishers, and is owned and controlled entirely by its editors.

The need for such a publication must be evident to every logical mind as soon as considered. There's a very definite field for "Economic Advertising"—a very definite work for it to perform. It is not, nor will it be, modelled on any advertising magazine in existence. Its editors do not view advertising as an aid to commerce, but as a very necessary and tangible factor of all twentieth century business. In our opinion, advertising is the motive power of distribution—not an auxiliary whose services may be invoked now and then.

An Atlantic liner, in the middle of the ocean, without an ounce of fuel, is no more helpless than any considerable business not advertised. To accomplish things, both must depend practically on outside forces over which they have no definite control. Unconsciously the commercial intelligence of our age is applying the law of economy to advertising. And just as economy has been responsible for the growth and development of most manufacturing concerns, so will economy develop advertising. We want effective advertising and more of it in the interests of trade. The advertising which creates business and begets more advertising is the only kind of advertising the wise adman advocates. The sum total of advertising will increase just as rapidly as we eliminate waste. Every business man will become stronger, as an advertiser and a unit in the commercial world, just as soon as we show him that all advertising is a good investment.

We know that the timely use of all approved media is profitable. There is no phase of advertising which can be termed worthless. If we concentrate too much motive power along a given line, the results are far less profitable than they might be. For instance, we have over-strained the "Direct" appeal during recent years. In this case a good form of advertising has degenerated into a first-class nuisance. Just ask the consumer how much mailed matter he has received during 1907 and 1908, and ask him what he thinks of it. Then form your own conclusions.



Says Medill McCormick of the Chicago Tribune: "If I were to build a newspaper to-morrow, the corner-stone of my staff would be my advertising director. Upon him would rest the outcome of my enterprise."

System Wanted

Some Canadian advertisers find their advertising less profitable than it might be because they do not supervise it as intelligently as they do other departments of their business. System is only applied to the advertising department in isolated cases. What is wanted, in the majority of cases, is method—exactng supervision.

Old ideas die hard. Advertising has been looked upon as a tug to haul the good ship of business into port when the machinery has broken down. This idea has given birth to spasmodic advertising and the spasmodic advertiser is on the road to scepticism regarding all advertising.

A little advertising all the time is a better business tonic than a page ad. in any set of newspapers or periodicals once every year or so. The big ad. counts some when it is a part of a well-planned campaign. It is effective when heralding a steady bombardment, or when it is preceded and followed by lesser ads. It takes some hammering to influence public opinion—and then some more all the time. The biggest business in Canada can be doubled inside of ten years by systematic and scientific advertising—and that's the only economic advertising there is.

The Japanese did not accomplish their task in the Far East—win the war—by firing a single shot at every mile-post on the road to Mukden. The fatalism of the little brown men was played up too much by melodramatic correspondents. System, science and brains won the war. Our generals of industry are just as sagacious as any officer in the Mikado's armies. The genius of our age is concentrated in commerce. The rivalry of competitors is aggressive and persistent, however friendly they may be. There is no magic about success in the business world. Things do not happen. System eliminates waste—is the secret of success. Just as soon as all advertising is recognized as the motive power of distribution and carefully systematized and supervised, the profitless advertising campaign will die a natural death. System pays big dividends. Carry it into your advertising department.

A Wider Outlook Desirable

We want a wider outlook—a larger faith amongst advertising men. Some of us are just a little bit narrow in our decisions regarding the value of this or that form of advertising. The interests of our particular publication, or form of publicity, too

often constitute our horizon of the whole advertising world. Sometimes we are so absorbed in clinching the contract that we impress the advertiser with doubts regarding our conception of advertising.

The general advertiser views the whole field, in most cases, dispassionately, because his market is as wide as the country. Space in any single newspaper or periodical is only valuable to him when it forms a part of a wider campaign. It is quite possible to talk up a publication too much. The solicitor who fails to make good, often falls into that error. The shrewd business man has nearly always time to discuss advertising plans that are likely to increase his volume of business. The mere space peddler, on the other hand, is seldom a welcome visitor. His story is old and stale and wearisome. We want more brains in the advertising business and less leg work. A wider outlook is certainly desirable.

The advertising man, who studies his business, is generally courteously received. Business men soon learn that he thinks out things. If he represents a newspaper or periodical, he is not so "eternally, internally, infernally" anxious to sell space as one would suppose. He knows the business of the man he talks to—its competition and its needs. And because he has studied the problems of the advertiser's business from the outside, his suggestions are usually worth considering. The successful agent is a business counsellor first and an advertising man after that. An advertising appropriation is only the means to an end. The practice of advertising amounts to nothing more or less than the solving of business problems. The agent after a permanent clientele cultivates the wider outlook. And it will pay the representative of any newspaper or periodical to do likewise. Besides, it will help trade and boost advertising. Space selling is an incident in the advertising business.

A Word About Ourselves

The publishers of "Economic Advertising" are—first, last and all the time—students of advertising as actually practised. A number of leading experts will co-operate with us in keeping our readers thoroughly posted regarding all happenings, worth noting, in the advertising world.

There are more than a few articles in this issue which will be of vital interest to advertisers and publishers alike. We do not pretend to have done more than merely introduce the subjects discussed. We invite our readers to carry on the discussion, for the benefit of all who are interested in advertising. The

pages of "Economic Advertising" are free to those interested in any phase of publicity. We take this opportunity to state that all contributions and samples of good advertising will be appreciated.

Our next number will contain several important articles by well-known advertising men, which you cannot afford to miss. "A Young Man's Letters to His Dad" will begin in our October number. These letters are "peppery and to the point"—different from any series you have ever read, and instructive as well as humorous.

An interesting and masterly article on "Typographical Display and the Art of Printing," by a leading typographical expert, will also appear in our next issue. "Sceptics Interviewed," will be the outstanding feature of our October number to many advertising managers. This will be a permanent and instructive department of our publication. We are convinced that no manufacturer quits advertising without a reason. We are going to reveal the story of the man who quits, and if it causes us to do a little logical thinking, it will certainly fulfil its purpose.

"How to Advertise a Heating System Profitably" is another strong article on the slate for October. It will interest every advertiser and newspaper or periodical publisher in Canada. We have only mentioned a few of the articles which will appear in our next issue. You certainly want the October number.

Just another word! "Economic Advertising" is in the field to stay. It's backed by ample capital and the interest already evinced in the publication is a guarantee of success. Our country is young. Our domestic markets are developing rapidly and are, therefore, somewhat problematical. We are here to stay and grow up with the country.



Charles S. Redfield tells this story: The leading citizen of a small town went to the country paper and said to its proprietor:

"I have been watching your publication for some time and it seems to me our town ought to have a better paper. I presume you are handicapped for money."

Said the proprietor: "I am; very handicapped; in fact, it has at times been difficult for me to issue the paper at all, or provide for my family."

To this the leading citizen replied: "Suppose I should loan you \$1,000, what would you do with it?"

The answer was, "If you will be kind enough to loan me \$1,000, this paper can go to h—l."

The Canadian Advertising Field

The Immensely Increased Market our Manufacturers Will Have in a Few Years—The Buying Capacity of Canadians—Great Improvement in Methods of Advertising—Other Interesting Points.

Now is the time to start advertising. It will cost less to standardize your product with six and a half than with ten millions of people, and once standardized the cost of maintaining its position year by year with the added millions of population will be small, comparatively.

LORD STRATHCONA predicts that at the end of the twentieth century Canada will have a population of eighty millions. J. J. Hill has stated his belief that fifty years hence this country will have fifty million people. Allow—if you do not choose to be quite so optimistic as these gentlemen—a liberal discount from their predictions, and let your mind dwell for a few moments on the immense market that will have to be supplied, in a few years, by yourself and other Canadian manufacturers.

With an average annual addition of nearly a million people to be fed, clothed and housed, our increased production of the necessities of life must be very considerable each year, not to speak of the growth of demand for luxuries as the wealth of the country becomes steadily greater.

You probably feel that you are getting a fair share of the business in your line of industry now—you are supplying a fair share of the goods consumed by 6,500,000 people. Will you still continue to get that share, proportionately, as our population climbs from six and a half to ten millions, then to fifteen, twenty, twenty-five, thirty, and on up to forty and fifty millions? If your product is right, why shouldn't you? It has proved satisfactory to many thousands of people, and the number is steadily increasing. Is there any good reason why it should not find just as cordial a reception with the millions of other people who will soon enter your field of operations? Very probably not, but, of course, you realize that you've got to make them acquainted with its merits before you can count on them buying it, particularly as you're not likely to be without plenty of competition ready and anxious to pay the price to secure a preference for its goods. You must go after the people; they'll not come after you. In short, you must advertise, and do it persistently and skilfully.

You're doing good business now, but it is quite pertinent to ask if your growth is keeping pace with the growth of the country? Remember, you should always keep in mind that not-far-distant future when you'll have a market comprising at least a million and a half to a million and three-quarter square miles, with an actual and potential clientele of twenty-five million or more prosperous people, whose buying capacity will amount to many millions of dollars per year. Will you occupy the same relative position then that you do at the present time?

Now, let's see: how many of Canada's six and a half million people are familiar with your product to-day? With how many of them has it become, or is it on the road to become, a standard article? It all depends upon how well you have advertised it, always providing, of course, that the article is worthy.

Some manufacturers have built up large national businesses with little advertising. Most of them have worked under peculiar conditions, such as lack of strong competition. Yet they could have made much greater successes with the aid of good advertising. Sooner or later they will have to employ its assistance. I could not well cite a stronger case in support of this prediction than that of the Singer Sewing Machine Co., of Dayton, Ohio. That firm accumulated an immense world-wide business with practically no expenditure for publicity, yet they have recently entered upon an extensive campaign costing hundreds of thousands of dollars per year. They find it absolutely necessary in keeping up their enormous output. At last they have come to realize and admit that skilful advertising furnishes the most economical means of creating a demand for a good product, and of maintaining that demand once it is created.

Undoubtedly you would like to make your product familiar to our six and a half million people, or whatever portion of that number is capable of buying it. At any rate your field is all of Canada, from ocean to ocean, and there are means at hand of reaching and interesting all or any class or classes of our citizens. Upon investigation you will find that the proposition is not nearly so formidable as might at first be supposed.

Your agent or advertising manager will probably advise that you start with a certain territory—the size and nature depending upon individual circumstances—and gradually extend it, so that the increased demand will not at any time overtax your facilities. In this way you have plenty of opportunity to add to your plant as greater output becomes necessary—the growth is healthy and never unwieldy.

Your advertising is the greatest possible outward expression of the confidence you have in your product. It is the logical means of contributing your confidence to the dealer who handles the goods, and the great public which consumes them. Once they believe in your product a well-planned campaign persistently carried out year after year will foster that faith among these people, and spread it among the millions who are soon to join us, at a great deal lower cost per pound, yard, or whatever your unit of measurement may be, than did the initial campaign. Increased output will reduce the expense of production and your cost of selling will drop very materially as well.

All of which means, briefly, that now is the time to start advertising. It will cost less to standardize your product with six and a half than with ten millions of people, and once standardized, the cost of maintaining its position year by year with the added millions of population will be small, comparatively.

Some Points to Consider

In discussing Canada as a field for advertising there are a number of points to be taken into consideration. Chief among them is the ability of her people to purchase the necessities and luxuries of life. To begin with, I venture to say that in no other country on the globe is the per capita buying capacity greater than here. Canadians are prosperous, and rapidly becoming more so. With the increase of wealth comes a desire for better environments, better clothes, better and more varied food, greater travel, more luxuries of all kinds. Through judicious advertising this desire is stimulated and broadened.

No better indication of the prosperity of Canadians could be found than the fact (according to the census report of 1906), that for the 1,070,747 families then resident in the country there were 1,068,951 houses. Along with this consider that forty-five per cent. of our people are engaged in farming, and that eighty-seven per cent. of these own their holdings. In 1906, when the last available report was issued, ninety per cent. of western farm lands were clear of debt, a strong evidence that our settlers are of the most desirable class.

It would be very interesting if I could quote figures showing the increased consumption of luxuries during the last five years. I purpose collecting material and writing an article on this subject in an early number of "Economic Advertising." In the meantime, there is some food for thought in the fact that during the fiscal year 1905-06 Canadians consumed 193,827,342 cigars, over thirty to each person, man, woman and child.

Every man doesn't smoke either. A condition of this kind surely points to extra prosperity.

I think we may conclude that our people are able and willing to buy not only the necessities, but a great many of the luxuries. With the assistance of good advertising the consumption of any commodity can be greatly increased, for don't forget that advertising actually CREATES demand.

Another point to be considered in estimating Canada's advantages as a field for advertising is the large percentage of her people who may be classed as readers of advertising. The proportion of illiterates is small, and is steadily decreasing year by year. Of the new settlers, the great number of whom are Anglo-Saxons, there are comparatively few who do not speak and read English.

Then distribution facilities are being extended rapidly. Projects now under way involve ten thousand miles of new railways, costing three hundred millions. This money will be spent mainly in Canada and circulated here. It is estimated that our railway mileage will double in ten years. The building of new roads will keep pace with the settlement of new territory, bringing the people into convenient touch with the centres of distribution.

Another, and by no means the least important, consideration is the great improvement in the advertising facilities at the manufacturer's command. Never before has so much intelligent study been given to the planning and execution of campaigns calculated to create national markets. Able minds are at work on the task of reducing advertising to a science, and very material progress has been made. A student of systems of distribution, and of the people he aims to reach, the man who handles the manufacturer's appropriation must primarily be. Each step in the campaign he carries out has a clearly defined purpose prompted by, and made timely with, some step in the course by which the goods travel from the factory into the hands of the consumer. Appreciation of the worth of these methods has led some of the largest concerns in America to seek trained advertising men to not only look after their publicity departments, but also to manage their sales organizations. This subject I have only briefly touched on, for it is dealt with in a separate article. I only wish to emphasize the fact that advertisers can now get immensely better service than ever before—and the cost is reasonable.

■

You can increase the sale of anything possessing merit by the judicious use of advertising.

\$

\$

A Dollar



DOLLAR judiciously invested in advertising begets more and better advertising. ¶ A dollar merely spent in advertising nearly always kills what should be a subsequent investment of five dollars in advertising.

¶ Anything that will help advertisers and publishers alike to eliminate all waste in advertising is in the interests of more and better advertising.

¶ Business men and publishers are only interested in the advertising that has all the elements of a first-class investment.

¶ Because—*both want more business.*

Economic Advertising

\$

\$

Facts Worth Studying

Below are given a number of facts worth studying in connection with our consideration of Canada as an advertising field, and of the immense market that our manufacturers will have for their products within a few years:

If the population increase of 1906 may be taken as the average, the West will have four million people by 1910.

Western Canada has five times as much wheat land still available as is now cultivated in the U.S.—Wm. Whyte, C.P.R.

In 1901 there were 63,000,000 acres of agricultural land occupied in all of Canada; in 1906, 80,000,000.

In the calendar year 1906 Canada received 216,000 immigrants, seventy-five per cent. of whom settled in the West. Immigration for first five months of 1907 showed increase of sixty per cent. over same period in 1906.

Between 1901-1906 the number of settlers who came from the United States was 231,921. They brought \$80,000,000 in cash and effects, or \$350 a head.

Canada began the twentieth century with same population as the United States began the nineteenth.

Along the C.N.R. 132 towns had sprung up by 1906. On the G.T.P. between Winnipeg and Edmonton, 100 new towns will be built.

Canada's total volume of trade 1906, \$550,000,000, an increase of \$80,000,000 over 1905; of \$164,000,000 over 1901.

Total volume of trade for ten months of fiscal year commencing June 1, 1906, was \$462,000,000, an increase of \$65,000,000 over the same period 1905-1906.

Western Canada has only 10,000,000 acres under cultivation of the 171,000,000 acres open to cultivation.

Western farm lands are passing into private ownership at the rate of ten million acres per year.

Only one-quarter of Canada's area is occupied, and only one-eighth is under cultivation.

Canada received 710,000 immigrants during the six years, 1901-1906—86,796 from Great Britain, 44,347 from Europe, and 57,916 from the United States. Over sixty per cent. of this immigration was agricultural in character, and seventy-five per cent. spoke English.

Canada's volume of trade trebled in twenty years, and more than doubled in the ten years up to 1906. The increase in fourteen years was \$303,000,000.

T. J. T.

Good Printing and Good Cuts

The Strong Testimony of a Man Who
Buys Printed Matter—Practical Bearing of
Good Business Literature upon Business.

WISHING to discover the motive which induces large manufacturers to expend large sums of money for good catalogs—for catalogs that are real works of art, as well as guides for buyers—we asked a leading maker of water-supply machinery to explain why he expended so much money for a catalog got up as finely as designers, engravers, and printers know how to do it, and received the following reply, which states the practical bearing of good business literature upon business in a clear and convincing manner:

"We have never figured particularly on whether it would pay in cash to get out as expensive a catalog as this. Our special concern has been whether we were getting into the catalog just what our customers and the public wanted to know. We try to do everything as well as we know how, and are willing to pay what it costs.

"In building Kewanee tanks and machinery we do not try to sacrifice quality for price, and it comes natural for us to follow this principle in getting out our advertising material. There is nothing fancy or flashy about the catalog. We have not thrown any money away on it. We simply tried to make it "good." In general, we think the public draws the conclusion from this catalog that whatever we turn out is good. Probably some people say to themselves, 'These people are getting out an expensive catalog, and making me pay for it,' but these are not the kind of people we are after. People who want the best there is, and are willing to pay a fair price for it, are apt to judge the quality of our engineering and mechanical work by the quality of our advertising. Our catalog represents what we are. It would have been a foolish expense to get out this catalog in the early days, when our business was small, and we think it would be just as foolish to use the type of catalog now which was in keeping with our business years ago.

"This is largely theory, and you want facts. As far as we can judge, the facts fit the theory. Our catalog helps us to overcome cheap competition based on price only, and when we find out that we cannot stay in business on the quality basis, with a corresponding quality in our advertising matter, we will go out of this business and try some other.—Xenophon Caverno."

—From "Profitable Advertising."

A Barrel Full of Trouble

A Maniac with a Mailing List—Leading Publishers Constrained to Make Explanations. A Very Disagreeable Form of Humor—Some Samples.

WHEN a man's head goes wrong it's mighty hard to predict just how he will decide to advertise that fact to his loving friends. Sometimes he contents himself with rising smilingly from the dinner table and carving his mother-in-law instead of the turkey. Sometimes, he sizes himself up as he really is, gets a good, fair, unbiased view of himself, and is so excited by the prospect that he kills the cook, sets fire to the house, throws away his clothes and jumps off the dock, having previously administered arsenic and a thirty-eight calibre revolver with the other hand.

DO YOU KNOW THAT J. A. MITCHELL, THE EDITOR OF LIFE, SAYS THAT IF YOU USED INSECT POWDER IN YOUR ROOMS YOU WOULDN'T HAVE 'EM CRAWLING AROUND ON YOUR COAT?

The advertising world has been invaded during the last twelve months by a gentleman of pleasantly unbalanced intellect, who, so far, has been able to maintain a successful incognito. When the wheels in his head began to annoy him he apparently decided to run amuck among the advertisers as a light recreation. He is an anonymous letter writer of mean ability, very small vocabulary and of uncommendable industry. As a word painter his style is characterized by a pleasant air of paranoia, occasionally blended with something that sounds suspiciously like humor. It is not an agreeable form of humor, and it is not a fair form of humor, as he intentionally leaves no loophole for the retort courteous, probably suspecting that it would take the form of a night-stick and the third degree, if it ever reached a practical point.

Four of the leading publishers of the United States have, so far, been made victims of his pleasantries: Mr. Mitchell of "Life"; Mr. Scott of the "Century"; Mr. Hazen of the "Woman's Home Companion" and the "Century," and Mr. Ridgway of "Everybody's Magazine." All have been constrained to make explanations more or less in consequence. In the case of Mr. Mitchell the matter has been going on for over a year, and the anonymous one was apparently so well pleased

with his successful performance and his ability to keep out of the hands of the police, that he decided to broaden his field of effort and start a syndicate for vilification. His letters are almost always uniform in appearance, consisting of some five or six lines on a small sheet of paper, printed apparently from rubber type in a purple ink. The writer shows a wide acquaintance with the advertising field, and apparently has easy access to lists of advertisers that are up to date. In some instances he has known the advertiser's identity and home address, even where there was nothing published to in any way connect him with his advertised product.

DO YOU KNOW THAT GEORGE H. HAZEN, THE PUBLISHER OF THE WOMAN'S HOME COMPANION, SAYS YOU ARE A STUFFY, "RAISED-BY-HAND" KIND OF A NINCOMPOOP, AND THE CONCEIT ON YOUR FACE WOULD GIVE A KODAK THE STOMACH-ACHE ?

His style gives him so much pleasure that he seldom varies it. He attributes a scurrilous remark, aimed at the advertiser, to the publisher, and turns it off with a neat bit of flippancy that would be incongruously funny if it were not so bitter and mean.

Most men on getting one of these anonymous little screeds have laughed, and either re-mailed the missive to the publisher or tossed it into the waste basket, and have written joking him about his unknown friend. In some cases it is believed the recipient has been slightly disquieted. Of course, it would be pleasant to know that the writer was placed in a fine, commo-

DO YOU KNOW THAT FRANK SCOTT, THE PUBLISHER OF THE CENTURY, SAYS HE WOULD HATE TO LOOK AS MEAN AS YOU DO ?
THAT YOU LOOK AS THOUGH YOU'D SELL
YOUR OWN GRANDMOTHER FOR FIFTY CENTS ?

dious retreat for the hopelessly insane, copiously supplied with paper, pens and ink, with which to libel his wardens, but failing this, the next best thing is to give the matter wide enough publicity so that, in case of any renewed efforts, the recipient will be cheered by the knowledge that he has not been left off a good mailing list rather than being discomforted by the impertinence of the attention shown him. —Printer's Ink.

Distribution and Advertising

Failure to Appreciate their Relationship has
Led to Many Mistakes—Each Step in an
Advertising Campaign Should be Based on
Some Step in our System of Distribution.

THE lack of a clear understanding of the relation of advertising to distribution accounts for many of the mistakes of the inexperienced advertiser. Let us suppose that the young manufacturer, having a firm faith in the merits of his product, decides that business is too slow to suit him. His factory, and all that it contains, represents his greatest investment, and if the demand for his product does not come up to his capacity as a producer, of course his investment is not as good as it might be. Advertising men have been calling on him regularly, and at last the belief formulates that advertising might help some. He is not very sure how to proceed. But, broadly speaking, he has learned that two roads lead to the successful marketing of any product. One way is to secure the dealer as an active ally. The other way is to force the retailer to carry his line by creating an insistent demand amongst consumers for his product. And right here, the new advertiser—unless better advised—is liable to pay a stiff price for a little real knowledge regarding advertising. Both plans are good; but they cannot be profitably worked singly and apart. In other words, the maximum result can only be attained by working both together. An appeal to the dealer alone seldom popularizes any product with the consumer. An appeal to the consumer alone merely fosters the substitution evil. Whatever your idea may be of the dealer's role in the present system of distribution, it is not good business sense to even try to force his hand. He is a free agent, and if you stop to consider the fact that a majority of his customers are also his personal friends, you will realize the stupidity of some supposedly first-class advertising. Indeed there has been much nonsense written about the substitution evil during the last two years. Advertisers and publishers have joined forces for the purpose of destroying it. Just whether they have waged their war wisely or not is an open question. We are all acquainted with the pretty girl, in the picture ad., who declares rather saucily: "Excuse me—I know what I want, and I want what I asked for—Good day!"

You never heard any woman make a speech like that to her grocer. Besides, the grocer and his family read magazines. It does not pay any manufacturer on earth to accuse his retailers



"Excuse me—I know what I want, and I want what I asked for—**TOASTED CORN FLAKES**—Good day"

Looks good, but—

of fraudulent intentions. That substitution exists is certain. But it is just as certain that the right way of combating it has not been adopted. The manufacturer who uses valuable space for the purpose of warning the public against "just as good" brands, is guilty of negative advertising, to call it by no worse name. The ad. we have referred to is no amateur production and goes to show how easily even experienced men may nullify the good of advertising by ignoring the ordinary channels of distribution. The man who wishes to market a brand of rolled oats, let us say, does well to popularize his brand by judicious advertising; but it would not be well or judicious to express doubts regarding the honesty of grocers in his general advertising.

The adman's first business in planning a campaign is to master the product, not superficially, but thoroughly. He must make himself familiar with all its merits—all its selling points. Then he must scan the road it travels right from the factory into the hands of the final customer—the consumer. The ad-

vertiser of foods must also acquaint himself with the raw product—its inherent qualities—what nature, climate and the like does for it. But, even after all this knowledge is mastered, his copy—his advertising—will be far from perfect if he loses sight of the system of distribution for a single hour. The system is already established. His advertising should so dovetail itself into every part of the system that distribution would be accelerated all along the line. The established channels of trade do much for any manufacturer. But they may be likened to a good railroad with an inefficient rolling stock, as far as they concern the man who does not advertise.

Advertising is the motive power of distribution, but it must harmonize with the system. Steam must be evenly applied to get the best possible results. The Lusitania crosses the Atlantic in record time, because there is a maximum pressure of steam in her cylinders, not for one day, or two days, but for every hour of the voyage.

The wise advertiser practically makes a partner of the dealer and treats him as such. His goods do not lie long on the retailer's shelves, for the simple reason that his aggressive advertising has made the consumer acquainted with their merits. But, you may rest assured that there is not one word in his general advertising which is likely to antagonize his junior partner—the dealer. There are no doubts expressed regarding the retailer's rectitude as a business man. Moreover, it is always wise to secure the services of the dealer as distributing agent before starting any general advertising in his territory. Sometimes advertisers are advised differently; but the interests of advertising and trade alike demand the more logical procedure. Just as long as the retailer is the important factor in our system of distribution the diplomatic way of doing business will be adopted by the wise manufacturer, and the diplomatic way, as we have hinted, is to secure the dealer as a ready ally. Then your general advertising interests him vitally. He knows that every dollar you invest in advertising in his territory means more business for him. When it is so easy to secure the live and friendly co-operation of the dealer in marketing your goods it surely isn't the best policy to force him into any lukewarm alliance.

There's just another point here which should be made perfectly clear. An appeal to the consumer, without notifying the dealer and securing his active and voluntary co-operation, is likely to destroy the advertiser not prepared to buy a market for his product at any price. That means that trade may be cramped and the sum total of advertising reduced accordingly. We must

never lose sight of the fact that our business as advertising men, in whatever capacity, is to increase the trade of men who advertise. We represent the cause of advertising first and our different publications and forms of advertising after that. The primary reason for the adman's existence is to boost business.

Constant advertising, properly applied, will speed the goods of any manufacturer into the hands of the consumer in an ever-increasing volume. The big manufacturing successes are all tangible evidences of the statement. But, we advise the young advertiser to ship a pilot, who knows the channels of distribution thoroughly. He'll see your goods through—and see them through in the shortest time at the lowest possible cost. Supervise your advertising department. The campaign which mystifies you is a good one to drop. While you may not be able to write your own copy, or place your own advertising economically, you are the man to supervise your own advertising department. Insist on reasons for all expenditure. The counsellor worth while is a methodical and reasonable gentleman. There are others; but you do not need their services.

Plain facts about your products, stated interestingly and placed judiciously, always pay big dividends. Clever phrases and pert statements are not necessary in good advertising copy. Your campaign should be compactly built together. Disjointed advertising is as good for business as any kind of a meal every now and then is for a healthy human being. That house you admire so much is built on a firm foundation and it touches it all round. Let your advertising rest securely on the system of distribution. The dealer will push your brand if you approach him with every confidence in his rectitude—secure his co-operation on a reasonable basis. The consumer will inquire insistently for your goods, if you tell him often enough all the facts you have in your possession regarding their merits. We want more common sense and less mere cleverness in our advertising—more system and less chance—more knowledge of human nature and less expressed doubt of the business world's junior partner—the dealer.

The advertising which does not concern itself with the system of distribution may be clever and attractive to some; but it has never made any record in creating a demand for the goods.

The business man, who logically considers the points we have noted, will save himself lots of worry and some money. Besides, he will become a bigger and stronger advertiser—a more potential factor in commercial affairs. The advertising man, who does the same thing, will not only conserve, but also add to the sum total of advertising.

T. J. S.

Copy That Sells Goods

A Popular Expression That Has Little
Meaning Outside of Mail Order Ad-
vertising—Copy for Other Purposes is
Not Required to Actually Sell Goods,
but to Create a Demand for Them.

S EVEN years ago the writer began a systematic study of advertising—not as theorized about; but as actually practised by the greatest advertisers and agencies in the English-speaking world. The advertising schools and colleges were then, as now, essaying the wonderful task of making all men and women, with ordinary perseverance and a knowledge of English, adept ad-writers, capable of earning extraordinary salaries after a few months' tuition. Being Scotch enough to believe in all things, after careful investigation, I investigated the claims of the talented ones. My capacity for believing shrunk considerably. Just as a university education is useful to the man who carefully top-dresses it with a four to eight years' tour of the world, so the knowledge gleaned from advertising courses helped a little and did not retard at all. Because I had studied the all-important subject enough to realize that the authors of the various courses were merely beginners themselves. Imaginative and shrewd they were, and standing there on the threshold of the new commercial world they resolved to coin the view into gold. The value of the different courses, in nearly all cases, was in accordance with the vision of the various authors. Little or no practical experience had they. No advertising course in existence presents a lucid and comprehensive study of the subject as veteran admen know it. Therefore I abandoned the primers of the schools and began a study of advertising as actually practised by experts and the men who pay the bills.

Looking backward on the early months of my investigation, I can honestly say—as the young mother of triplets said—"It was a trying time." Men who knew the subject were silent gentlemen, as a rule. Men, who thought they knew every phase of advertising, were as voluble as biddies working overtime. Gradually it dawned on me that the only sure way of finding out anything about advertising was to jump in and work—play the game, as the boys said. I had the theory of advertising alright—lord! I was as full of theories regarding the subject as an old maid regarding the rearing of children.

The first man I tackled for a job conducted the largest agency in London. We agreed, he very urbanely, until it came to the price of my honorable services. I hinted that while I was worth fifty pounds per week to a live concern, that in view of my inexperience, I was willing to start at twenty-five. Diplomatic relations were severed there and then. Finally I secured a job, as an ad-writer, at four pounds a week, and under a kind dispensation of Providence I held down that position for six weeks. I quitted with regret, because I realized that my boss was a philanthropist, second to none. But I kept right on. And I felt extravagantly proud when I actually earned five pounds a week.

"A little knowledge is a dangerous thing," peculiarly dangerous to an advertising man, and so I crossed the Atlantic to find that Britishers were behind the times. Americans are extravagant; but I'm glad to admit that they have reduced advertising



Tooke

BUTTONHOLES

Every collar with this buttonhole is worth to you three times as much as any other collar.

Because this buttonhole lasts as long as the collar does.

In other collars the buttonhole is the part that goes most quickly.

And, when the buttonhole goes, the collar is gone.

No other manufacturer of collars in Canada uses this buttonhole, as we have the only machine capable of making it.

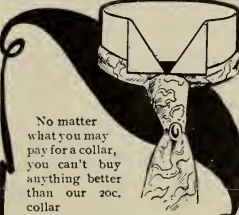
That eyelet you see is heavily stitched with best 6 cord thread.

It's where the eyelet is that the strain on the buttonhole comes.

Buttonholes in all other collars are slit and tear easily.

This eyelet makes it easy for you to put on and take off your collar.

TOOKE BROTHERS, LIMITED
MONTREAL. 12



No matter what you may pay for a collar, you can't buy anything better than our 20c. collar.

The linen in this collar is made specially for us and no better linen has ever been used in any collar.

These collars have an indestructible buttonhole, with a reinforced eyelet at the point where the greatest strain comes on the collar.

These buttonholes will outlast the collar and are an exclusive feature of

Tooke

COLLARS

The "Achilles," which is illustrated here, is an Iron Frame Brand wing collar—a stylish collar for business or semi-dress wear. There's no better collar made. Sizes 14 to 18, heights 2, 2½ and 2¾.

Price 20c. each—3 for 50c.

TOOKE BROTHERS, LIMITED
MONTREAL. 8

to something more akin to an exact science than any other people on the globe. Few—if any—of their admen would succeed in England. Their ads. are dressed too expensively for the Britisher; but they are full of commercial sense, generally speaking—just the kind of talks that appeal to the American citizen. A strong bluff sometimes takes the place of a good reason; but with all its shortcomings, American advertising is the ablest commercial literature in the world.

After years of experience, I came to the conclusion that good copy was the fundamental essential of nearly all effective advertising. And because I have done more or less work for several agencies and written copy for a hundred advertisers, I am somewhat reluctant about giving an arbitrary definition of good copy. Indeed, the only acceptable definition of effective copy must necessarily be somewhat elastic. The man with a few months' experience as an ad-writer will utter edicts with the complacency of an arrogant czar; but diffidence is an outstanding trait of the practical adman. He studies his commodity, its field and his different classes of customers before he says anything, and then he doesn't say much. He looks on all advertising strategy as Napoleon looked on the military tactics of his contemporaries, then, maps out a course of his own.

The adman, worth consulting, declares: "There is no such thing as perfection in the advertising arena. All things can be done better. Just as our work of to-day is superior to that of yesterday, so will our work of to-morrow be more perfect than that of to-day. But—there is no perfection."

The man who has ceased to be a student of men and things is no ornament to any profession, and as an advertising man he is not worth a moment's consideration. And for the last decade the student of advertising has cried: "Copy that will sell goods—that's the essential thing."

A big percentage of the men who took up that cry, and continue to shout it from the house-tops, are ardent enough students in their way. They can follow and beautify a blazed trail; but few there be who can throw new light on the underlying facts.

"Copy that will sell goods" is seldom required by any other than mail order advertisers. I use that verb advisedly. The advertiser, whose goods must wend their way from the factory along the lines of ordinary distribution into the hands of the final customer—the consumer—that advertiser does not require copy that will sell goods; moreover, such copy may limit the volume of his business. Because there is, or should be, a finality about "copy that sells goods." Curiosity is not only aroused but also satisfied. The customer is told all he wants to know

about the goods. And, being wonderfully human, and not altogether infallible, the consumer may buy an inferior brand—a competitive line, because he only knows much and not all about it. It is very evident to every logical mind that modelling our copy, according to this definition, will not always be wise. Could we transplant the genius of the adroit book-agent into the average ad-writer, we would do the advertisers of Canada an incalculable service. Because all that the book-agent tells about his book is about all the ad-writer should tell about his goods. He arouses both our curiosity and our enthusiasm. But his talk neither satisfies the former nor assuages the latter. It simply makes us book buyers.

Our task is more difficult than that of the book-agent. We want to annex all his enthusiasm—all the human nature he throws into his task, and leaven the whole with solid and lasting reason. Our object is not to sell, but to create a demand for the goods. Our copy should arouse no ephemereal, but lasting desire—a desire strong enough and abiding enough to send the consumer into the stores to buy our product. General copy for the newspapers or magazines should be strong enough to do all that. Trade paper copy should make the dealer wait on your roadmen. Few ad-writers in Canada can create a lasting desire among dealers for a certain product. By lasting, in this instance, I do not mean for an indefinite period; but lasting enough to besiege the roadman with questions about the product from one end of his territory to another. The perfection of the product can alone create a permanent demand.

Effective copy for the manufacturer—the general advertiser—is copy that



Fault-Proof Clothes

MEN are becoming very Critical.

When a Suit or Overcoat doesn't fit exactly as it should—the Customer talks right out about it in plain terms.

And when the Tailor or Clothing Dealer says "I'll fix it right up in "iffy!"—

They say "No siree—no Hot Pressing Now for my Clothes."

"If you can alter the Garment, and I doubt very much if you can—you can go ahead—but it must be made right for me—not merely "doped" into a semblance of right by Old Doctor Goose—the Hot Flat Iron—

Now Clothes wearers are Critical of their clothes because we've been telling some "trade secrets"—we've been giving inside information about the way certain clothes are made—to appear Good when they are not Good.

And we've been telling this Inside Information because we make clothes that can stand the most rigid and searching inspection—the fiercest criticism:—"Sincerity Clothes"—

"Sincerity Clothes" are not improperly or hastily cut and tailored—then merely "doped" into "a look-like" resemblance of clothes by the Hot Flat Iron, Old Doctor Goose—as are most clothes—on the contrary, "Sincerity Clothes" are cut and tailored by experts—the Shape—Style and Fit are tailored permanently into the very fabric—

Test a "Sincerity" garment any way you can—examine it as carefully as possible—criticise it as severely as you know how—

It will answer every test—every examination—every criticism, more than satisfactorily.

See "Sincerity Clothes" at your better class clothes shop—Look for the label in the next Suit or Overcoat you buy—



A Good Sample of Modern Printing

will create the biggest kind of a demand for the goods in the shortest time at the lowest cost. Copy that actually sells goods is not, and should not be, written for any but mail order advertisers.

I am aware of the fact that this article is likely to cause some warm discussion. One cannot knock slabs out of any creed without having to answer for one's views. It is nice to believe that our copy sells goods; but it is not logical nor in harmony with the facts. The best copy we can produce for the general advertiser is the kind that creates a preference amongst retailers and their customers for his product. However weak our general argument may be, that much, at least, must be conceded.

The trouble is that we are annexationists—not thinkers. An aptly turned sentence appeals to us more powerfully than a condensed dose of common sense. We annex the former at once, have it printed on delicately tinted paper, pasted on a 6 x 3 card, and swung over our desks with a foot of red ribbon. Our lady friends come in and say: "Isn't that too cute for anything?" And it is. It is also senseless, as a rule. But we're quite happy because we don't know it.

"Copy that sells goods" sounds fine; but, when applied to any but mail order advertising, is only a meaningless phase. Better insist on copy that will create something like an abiding preference for your goods. Your salesmen will manage the selling all right. That's what they're paid for. T. J. S.



Work Wanted

*I want no heaven far away,
Where I must loll around
And keep the neighborhood awake
Filling the air with sound.
That sort of thing is mighty fine
For those who like to rest;
But good, hard work, and helping folks,
I think would suit me best.
I never learned to play a harp;
I had too much to do
To pay my bills and meet my notes,
And see my troubles thru.
And so I guess I'll stay right here,
To serve my fellow-men,
Until the angels get a job;
I'd like to go there then.*

Advertised Goods Preferred

Whether Consciously or Unconsciously,
you Naturally Give the Preference to an
Advertised Article—so do your Family, as
an Inventory of Your Home will Show.

HAVE you ever stopped to figure out the effect that advertising has on yourself and on the people whom you have an opportunity of observing? If you are still among the sceptics, there is no more simple and effective means of banishing your doubts and making you a warm friend of the printed word as a business promoter.

Now, see here! Whether or not you are willing at once to acknowledge it, advertising exerts a pretty strong influence on you most every day of your life, and, consciously or unconsciously, you give the preference to advertised articles simply because they are advertised. So do your family and your friends. Just watch and see.

Let you and I make a hasty trip through your house. First of all I see that you have a ——— heating system. The name is well known to everyone, for it's advertised from one end of Canada to the other. How did you come to buy this particular manufacturer's system? Advertising had nothing to do with it? The chances are easily a hundred to one that it had. I don't mean to infer that you read one of his ads., and then couldn't help rushing down town to make a purchase, like a woman to a department store bargain sale. There would be something uncanny about business literature of that sort, and the process by which advertising influences you is perfectly reasonable and natural. When you and your wife first spoke of installing a new heating system the name of the ——— immediately came to both your minds. You probably didn't realize that this was due to the advertising of the manufacturer in question, but it was, nevertheless. He had advertised so well that, unconsciously, you had come to regard him as the most important maker, and his product as the standard article, in his line in Canada. The impression had become so strong that his was the first system that you investigated, and, although you looked over others, that impression constantly lived in your mind, exerting a certain influence against them, and finally helping materially to fix your decision in favor of ———'s. At the same time, for all you know, there may have been other heating outfits just as good. This is one case where advertising

influenced you very considerably, yet you were, perhaps, not conscious of the fact, and might hesitate to admit it.

We'll visit the pantry next. Taking a hasty inventory we find that the flour, baking powder, tea, coffee, pickles, etc., are all well known and widely advertised brands. Ask your wife what she bought these particular brands for, and she'll very likely say they are the best available. Just ask her further if she's sure there are not others just as good manufactured in Canada. Of course she cannot say positively that there might not be. The fact is that she naturally gave the preference to the advertised lines in the first place, and, because they made good, still continues to patronize them. The manufacturer keeps on telling her his story, week after week, year in and year out, and she often reflects with satisfaction, as she reads, that she is buying the best that can be procured. Others, maybe equally as good, receive no consideration, for she knows nothing about them.

Now, how about your own personal attire? In buying underwear, shirts, collars, boots and shoes, etc., you cannot get away from the brands that are well advertised. You see the familiar names every time you open a newspaper or magazine, and when you go to the store the same names invite attention from the show windows and from prominent places inside. They are first on the tongue of the salesman—if you yourself do not introduce them—for, because they sell much easier, and give him a bigger turn-over and cleaner stock, as well as satisfy his customers better, his employer finds that it pays to push advertised goods. Besides, a manufacturer who has the faith in his product to brand it, and advertise it over his own name, generally has sufficient faith to give the retailer a guarantee, which the latter in turn passes on to the consumer.

If you were going to buy a fountain pen, what brand would you naturally think of and ask for? Personally, there is only one that I can call to mind for the moment, although I know perfectly well that there are a number of others on the market. I'd have no hesitation in purchasing this pen and paying a better price for it than for an unknown brand that, for all I can tell, may be just as good, or a little better. I have had it constantly impressed upon me that ———'s is a reliable pen, and I know that if it was not the manufacturers could not afford to spend the large sums of money that they do advertising it. The very fact that they show such confidence in its merits themselves, amounts to a guarantee of quality with me. You look at it—again I say, perhaps unconsciously—in just about the same way, now don't you?

I went into a drug store recently and asked for a brand of effervescent salt that has a world-wide reputation. The clerk who served me said: "Yes; we have ———'s, but would strongly recommend that you try some of our own make put up from exactly the same formula. It is the same thing, and we, on account of having no expense for advertising, can afford to give you a bottle about twice as large for the same money." I didn't say that I was an advertising man, but asked the clerk this question: "Don't you know that advertising, by increasing output, lowers instead of raises the cost of production?" He had no answer ready, except one that wandered away from the point, so I purchased the article I had gone in for and left. What he stated about the formula may possibly have been correct, but it didn't sound reasonable to me. If the home-made product had been put up in bottles as large again, I would still have given the preference to ———'s, simply because the manufacturer's very evident faith in it had been contributed to me through his advertising.

When you come to figure it all out, it's human nature to buy advertised articles. As everyone knows, our whole business fabric is founded on confidence, and advertising creates confidence in the commodity whose exploitation it undertakes.

I have wandered away from our trip through your house, and I don't think it will be necessary to complete it. I had intended visiting your office as well, besides striking up a conversation with some of your friends. However, we will leave the subject for the present. If I have induced the line of thought in your mind that has been my object in writing this article, a good thing has been done for the cause of advertising, and for your business as well.

T. J. T.



Don't put too many "ands," "buts," "its" and "there's" into your copy, and don't shoot over the heads of the people you are trying to interest.

Many an advertising romancer has hidden behind beautiful promises that shrivelled under the sun of exposure like a handful of chipped beef in a skillet of hot grease.

It is not all of advertising to fill much space with large words. Simple language and short words are the best. The man who makes his ad. look like a contribution to the puzzle department of a boy's paper won't enjoy a very close acquaintanceship with the madding throng.

Advertisers Who Quit

A Logical, Common-sense Talk—Many Advertisers, Like Amateur Prospectors, Merely Scratch the Surface, Leaving the Treasures to More Persistent Seekers—How Sceptics are Created.

THE majority of business men, who think they do not believe in advertising, have been the victims of one or more unfortunate adventures in publicity. They have paid a stiff price for their pseudo knowledge of advertising, and may reasonably doubt some of the fine things we say about our favorite subject. A logical, common-sense talk may interest all parties concerned.

A few advertisers have apparently excellent reasons for quitting for a time—if not for good. There are manufacturers and merchants who map out a certain program for their business. The high water mark is drawn just so far ahead. They want so much business and no more. A certain sum invested in advertising increases their business to the desired volume, and they quit for good, or until business begins to lag.

The mistake in such cases is unfortunately not recognized soon enough. Business, like nations and individuals, cannot maintain a balance. There must be progression or retrogression. Just as soon as a man thinks he has accomplished enough in his life's work, he is in a dangerous frame of mind. While he's resting on his oars his competitors are increasing their motive power—going full steam ahead. If it is good to advertise a business to-day, it is good to do so to-morrow—it is always good. When competitors are rushing goods to the front, it is not wise to slow down—to cease advertising.

There are a few advertisers who may be likened to amateur prospectors. They scratch the surface of the earth and leave the treasures beneath to more persistent seekers after wealth. They merely tickle the market, withdraw their advertising, and sit back on their chairs and wait confidently for business. And because orders do not roll in on them they arrive at the conclusion that advertising is a poor investment at the best. However, such advertisers are few and far between.

The real advertising sceptic is the man who has been misled by his agent or adviser. He has played the game manfully—put up his money cheerfully, as advised, and has only withdrawn because the results were in no way adequate to the expenditure. It would be easy to blame the agent in all such cases; but it would not be honest. Our best lawyers will lose cases, and the wisest advertising man on earth will make mis-

takes. In nine cases out of every ten, if it is humanly possible to make a product popular, the well-manned agency can turn the trick. The new advertiser will do well to consult one of our well-known agencies before sanctioning any heavy expenditure. There's just another wise way—the employment of an advertising expert, and that gentleman is worth a stiff salary. Agents, who are looking for a permanent business, may make a mistake now and then; but their interests compel them to deliver the goods most of the time. The man who needs the money isn't a safe adviser at any time, because he may require it too soon or too much of it. Misrepresentation comes easy when it pays prompt dividends.

Some solicitors kill about 75% of the business they should create. They promise direct returns where there can be no direct returns of any consequence. Being ignorant of the conditions and laws governing distribution, they tell advertisers that certain things will happen which cannot possibly come to pass. The advertiser grows dissatisfied. Plausible excuses, looking as like reasons as no mean diplomat can make them, serve for a while. But no advertiser on earth will continue to pay for something he has been led to expect—if he does not get it. And there comes a day when the best excuses are listened to with chilling silence, or smiling contempt. The advertiser quits. That, at least, is the likeliest result of misrepresentation.

Extraordinary expenditure kills off a few good advertisers every year. Men, who should know better, advise their clients to spend a sum in advertising which is out of all proportion to the volume of business wanted. The manufacturer is swamped with orders, and the big market created is utterly destroyed by his inability to meet the extraordinary demand. This seldom happens; but when it does it is always vicious and hurtful in its effects.

But—the prolific cradle of advertisers who quit is the belief cherished by some business men that they are capable of managing their own advertising department. The successful business man does not need to make much of an effort to harbor the belief that he can handle his own advertising successfully. Now, while some business men have demonstrated exceptional ability as advertising experts, they are only exceptions. There are millions of successful business men in Canada and the United States. Out of all these millions only a few individuals stand out clearly as advertising experts. Behind almost every business success on the continent you will find the cool, resourceful advertising agent, or counsellor—the man who can

translate the faith of the manufacturer in his product into readable, forceful and credible English. While we are convinced that most business men should know more about advertising in general, and their own advertising in particular, there are good and sufficient reasons why most should not even try to write their own copy—plan and carry out their own advertising campaign. It is cheaper to employ an advertising man or an agency to carry out the work. That's the only way to be reasonably sure of success as an advertiser.

There's a paint manufacturer, let us say, not a thousand miles from Toronto, who thought it proper to be his own advertising expert. He knew his product thoroughly—knew the kind of paint the people wanted and why they wanted it. Few business men could handle the English language as he could. But his advertising did not pay. The people did not read his ads. They looked the part all right, but our paint manufacturer did not write ads. from the people's standpoint. He spent several thousand dollars before realizing that he was the dearest advertising man in Canada. Some men would have quit. But he only called in an advertising expert—a man whose bread and butter depended on success. The advertising man cut down the appropriation and made good. The manufacturer is satisfied.

We believe that every manufacturer should know enough about advertising to supervise his own department—just the same as he supervises his bookkeeping. The economic method of acquiring that knowledge is to secure the services of a man who has made good for others. The supervision of all departments of an ordinary manufacturing concern requires all the ability of a first-class man. It would never pay him to graduate as an advertising expert.

There are numerous reasons for the advertiser's oblivion as an advertiser. The average business man can know but little regarding the real value of advertising space in any newspaper or periodical not published in his vicinity. Reputable agencies and publishers are equally convinced of the necessity of remedying this state of affairs.

How may the advertiser's faith be restored after it has been once or even twice paralyzed? That clearly is the important point for our consideration. We invite our readers to contribute their views on this subject and in the meantime go on to offer a few suggestions which may help to scatter some of the doubts which have naturally followed unfortunate campaigns.

First, then, we may assert that no shrewd business man really doubts the potent influence of advertising. Some have

reasons for disbelieving in campaigns which have been carried on in their behalf—some may have good reasons for doubting the effectiveness of certain media, or forms of advertising; but they have no logical reason for believing in the worthlessness of all forms of advertising. In other words, we know that all live twentieth century business men have a profound, if latent, belief in the good influence of advertising. It would be utter foolishness to suppose that clear-seeing Russian patriots did not believe in good government because the affairs of their nation have been wretchedly mismanaged by a weak and self-aggrandizing court. Business men know perfectly well that advertising is too necessary a factor in the world of commerce to be lightly ignored. Advertising has increased businesses, created markets, made many products world famous. Its successes confront the business man whichever way he may look. You cannot doubt the ultimate effect of economic and judicious advertising. Because you know that the buying public, with intuitive astuteness, accepts the constant advertising of any product as an all-sufficient guarantee of its merit, and in ninety-nine cases out of every hundred the buying public is right.

There's a certain way to advertise your goods economically, scientifically and successfully. A few advertising men in Canada know that way. Your primary business is to connect with them, because you might discover many things before finding the right way—if you tried the job alone and unaided.

Advertisers who quit for good are dead men. Live business men know better. They know that the trained mineralogist does not waste much time over a worthless claim. He knows what he wants, and how and where he is most likely to find it.

The shrewd business man does not abandon advertising because certain phases of it have proved inapplicable to his business. He only stops to consider the whole matter carefully and reasonably, then starts out to become a successful advertiser.

T. J. S.

There are good salesmen and poor salesmen in every large establishment. A winning personality and a little tact will often lead to a sale that would be lost by indifference. The one who shapes an advertisement is a salesman. He must put that something into his ads. which attracts, holds and arouses that feeling of desire for personal possession which is the one object attained.

Advertising—Old and New

Modern Advertising is the Greatest Friend of Truth the World Has Ever Known—The Old Advertising Picturesque, Evasive, Sometimes Absurd and Always Unscientific—Tell the Exact Truth.

ADVERTISING is as old and as new as the directoire gown, and much more important. Probably Eve fashioned the first directoire. We know that she advertised the lusciousness of a certain fruit so thoroughly that Adam did eat. Whether Eve's quaint advertisement or the fruit operated beneficently on Adam's vision, we cannot say—nor does the ancient writer inform us.

Eve's daughters may have improved the directoire—or otherwise. We know that her sons are rapidly reducing advertising to an exact science, which is simple and not difficult at all. But—where there are no difficulties, human nature makes them. For ages the advertiser was as morally honest as the horse-trader. The animal was always superb, and the advertiser's commodity was always perfect—never crude. The merchants of the Eastern world praised their goods and damned their souls with all the fervor and poetic frenzy of beings capable of evolving new systems of religion every two score years. The fathers of the Western world were just as fancy free in describing their products.

The fact that commerce is destined to save truth to our world is at once apparent and indisputable. Poets and philosophers may weave theories that will joy or sadden the heart; but the advertiser, being more or less of a scientist, stakes his commercial existence on provable facts.

Truth was only to be found at the bottom of a mythical well for centuries. To-day, we find truth, pure and undefiled, in the advertising columns of all sorts and conditions of publications. Thus while the world owes much to commerce, commerce owes more to advertising.

"Thou shalt not print any questionable advertising." That's the insistent demand of the modern advertiser. To-morrow the publisher will practically guarantee all the goods he advertises. Since the successful publisher must be a successful trader, however much more he may be, the statement contains no element of the irrational at all.

The old advertising was picturesque, evasive, sometimes absurd, and always unscientific. The new advertising is sometimes scientific, too often technical and unreadable, and nearly always the exact truth. The modern business man realizes that advertising must be true, or a ruinous waste of money.

The outstanding weakness of the new advertising is its lack of human nature—readability. Other faults it has. The illustration too often usurps the centre of the stage without either emphasizing or portraying the talk. The artist should be guided and restrained. The proposition—not the picture—is the thing. Unfamiliar type sometimes destroys the effectiveness of otherwise strong advertising. However, these are minor faults. The real weakness of modern advertising lies in the fact that it is too often unreadable. The advertiser must learn to translate his scientific knowledge of his product and business into language at once interesting and readable. If he cannot do that it will pay him to employ one who can. The manufacturer of any article or product sees all its beauties and perfections as no other man can. But he does not and cannot see it from the people's standpoint. The general public is delightfully ignorant of the technicalities of your business—perhaps the very points or processes which give exceptional merits to your product. Copy which delights the manufacturer will seldom enlighten the consumer. Of course, all advertising men are not good interpreters. They are responsible for some advertising that is not read. The best ad-writers, as a rule, are the men who insist on telling your story in their own way. They know the people thoroughly, the workings of their minds, the reasons that are most apt to make them customers. This knowledge is more important than a knowledge of your product, although a thorough knowledge of that is also important.

The shortcomings of advertising media are not very formidable. A newspaper or periodical can only place your story before its readers. It cannot make them read it. Look to the

THE BEST PAINT ON EARTH ! !

Why pay high prices for impure and imperfectly mixed paints when you can buy

Golden Glow Paint

for less than we pay for the cans? There's just one all-pure paint that spreads well and outlasts any ordinary building. It is sold by

The Golden Glow Co.

he old way—somewhat exaggerated—but still it illustrates the point.

copy when advertising does not yield the expected results. Examine it dispassionately. Forget your inner knowledge of your product entirely. Take the place of the man or woman who might buy it. Read the talks of competitors. What is there about your ad. that will rivet the eye of the casual reader, hold his attention and create a lasting preference for your goods?

"Are our ads. read?" That's the question for ad writers and advertisers alike to consider and answer. It isn't are our ads. clever, or beautiful, or skilfully illustrated; but the simple primary question—are they read? Once we can answer that question emphatically in the affirmative, the disappearance of the weakest point of modern advertising will be assured.



How Can I Know About Paint Before I Use It?



asks the cautious man or woman. After the paint is on the house it is too late. The money, not only for the paint, but for the painter's labor, has been spent. Why not do as the big paint users do—railroads, contracting painters, factory owners, etc.?—they test White Lead, which is the solid ingredient of all good house paint, before it is applied.

The paint ingredients (White Lead, Linseed Oil and coloring matter) should always be *bought separately* and mixed by the painter *fresh for each job*. The test for quality is then made before the paint is mixed. It is not a bit complicated; all one needs is a flame (candle, gas or spirit lamp) and a blowpipe to intensify the heat.

White Lead is corroded metallic lead, the same as shot, lead-pipe or home-made sinkers for fishing lines. Intense heat forces the pasty "White Lead" back into its original form of metallic lead.

If, therefore, your experiment fails to wholly reduce the White Lead to metallic lead, you may be sure that the supposed White Lead is either adulterated or totally bogus.

FULL WEIGHT KEGS

The Dutch Boy Painter on a keg guarantees not only purity, but *full weight* of White Lead. Our packages are not weighed with the contents; each keg contains the amount of *White Lead* designated on the outside.

**We will furnish the necessary
Blowpipe Free upon request**

if you wish to test paint. We are glad to have you test our White Lead. Would we dare to do this, if there were any doubt as to the purity of our product? Ask for Test Equipment E. Address

NATIONAL LEAD COMPANY

In whichever of the following cities is nearest you:

New York,	Boston,	Buffalo,	Cleveland,
Cincinnati,	Chicago,	St. Louis,	
Philadelphia (Luka T. Lewis & Bros. Co.)			
Pittsburgh (National Lead & Oil Co.)			



The advertising of to-day is stronger, simpler and a better investment than ever before. Its truthfulness adds to its worth as an investment. It is not something apart from your business which may be used occasionally as an aid; but a department which assures prompt and satisfactory dividends when properly supervised.

The new advertising has not only revealed commerce as the friend of truth, but has also made truth the basic principle of its success.

T. J. S.



Says Heinrich (the maltster):

"A DOCTOR we supply with R-e-g-a-l Lager for table use told me a while ago that Herr Professor Neumann, of the Hygienic Institute in Germany, proved that pure lager beer, taken with meals daily, does prevent indigestion and keep people well.

"He tried it on himself for ten months, and said his health was never so good before.

"Another Herr Doctor,—Hindhede, the great Danish man of science,—says lager beer ranks away up high as a food.

"So many families in Canada (and elsewhere) use R-e-g-a-l Lager on their tables,—people who believe in real temperance,—that I know it IS a food drink and NOT an intoxicant.

"Why don't you order a case and try R-e-g-a-l Lager's good in your own home?"

Regal Lager

Bottled where brewed exclusively by The Hamilton Brewing Association Limited

504

The Scientific Way—Donald Wiley, J. J. Gibbons Publicity Co.

Remember one thing, the advertising liar may pull off one big coup, but he cannot repeat. He must seek new pastures and new disguises for further exploitation.

Enduring, profitable advertising is built upon the foundation of truth and fairness.

Enthusiasm in a Selling Force

How a Modern Concern Trains its Salesmen and Gives them Information and Enthusiasm and Direction for their Work. The Salesmen Should be Familiar with the Nature and Purpose of the Advertising.

FOR one week, recently, the selling force of the Sherwin-Williams Company, said to be the largest paint and varnish house in the world, was in convention at the reception hall in connection with the Chicago plant. The convention, which lasted five days, from nine to five-thirty o'clock each day, was pulled off with clock-like regularity. There were two hundred and fifty representatives present, including not only the salesmen, but also the heads of departments and especially of the sales and advertising departments. The first four days were taken up with the technical end of the business, and the various products of the company were explained to the salesmen by experts.

The last day, Friday, was salesmanship and advertising day, the morning being given to the salesmanship and the afternoon to the advertising.

It was a wonderful demonstration. First, of how much can be done in teaching a salesman salesmanship and advertising; and second, of how much enthusiasm can be engendered in the same salesman by enthusiasm and conviction on the part of the heads of departments.

Man after man from the rank and file of the salesmen, as well as sales managers and heads of various other departments, occupied from thirty minutes to three hours in speeches which, compared with the average speech of the average citizen, were nothing short of remarkable. These men were not eloquent in the ordinary sense of the word. Their language was not always polished. Most of the time it was simply colloquial, but they had the two great elements of successful speaking—a thorough knowledge of the subject, and real conviction and enthusiasm about it; and they talked well. What is more, they answered, promptly and aptly, questions fired at them from all over the room, by salesmen who had the same questions fired at them by unconvinced dealers.

The Sherwin-Williams Company is a paint and varnish maker. It has sales and distributing facilities in all large cities. Each large department—paints, varnishes, enamels, stains, colors, lacquers, etc.,—has its own sales manager; but one advertising department takes care of all the advertising.

This advertising department consists of an advertising manager, L. R. Greene, and his numerous assistants, who are divided into three classes—executive assistants, assistants for the writing of copy, and assistants for the preparation of designs. This department is located at the Cleveland office, which is the administrative centre; but in all the other factories there is a sort of subsidiary advertising department in charge of a competent man.

On Friday afternoon Mr. Greene and his assistant, Mr. Newton, explained to the assembled travelling men the plan of the advertising of the company, pointing out each new feature that had been added for the coming season.

In order to enforce this lesson, at the morning session one of the sales managers gave an object lesson—a salesman talking to a dealer—in which he explained to the dealer just how to use the advertising.

There were hung up in front of the convention a dozen large bulletins, about five by seven feet in size, each one covered with the advertising of a different department. For instance, there was one for varnish advertising, one for paint advertising, one for carriage paints, one for magazine advertising, one for the promotion department, one for house organs, and so on.

The most remarkable feature of the entire afternoon was the interest of the salesmen in the advertising, their intelligent and pertinent questions, and their enthusiasm over any single new piece of advertising introduced into the regular scheme. Mr. Greene would point out that this, that, and the other, piece of advertising were the same as last year, with which the salesmen were familiar, but that in addition to this a new store card or catalogue would be used, which they were to offer to their customers.

Each year these meetings are held, not only to inform old salesmen about any new things, but also, and especially, to give the new salesmen their first intelligent knowledge of the products, business, and sales methods of the company. There are always a certain percentage of new men present. These men have to be broken in. After they have tried selling the goods on the road for a while, they are gathered at this convention where they are taught all about the products, and all about the advertising methods, and the salesmen know just as much about the advertising as they do about the products. They are able to talk it just as intelligently.

The chief new feature of this particular advertising session as compared with last year's was the introduction of magazine advertising. After building up an advertising department of one hundred and eighty-five people engaged in the preparation

of every kind of direct advertising, the company decided to take up some method of general publicity. Magazine advertising was selected. This advertising started with large spaces in a few leading magazines in September. On the bulletin board devoted to magazine advertising were shown all of the magazines in which this advertising appears, proofs of all the advertisements, and copies of all the booklets, form letters, cards, and other follow-up matter to be used in handling inquiries. These were intelligently explained to the salesmen.

Following Mr. Greene's clear-cut description of the magazine advertising and what it intended to do, came a speech by Robert Frothingham, advertising manager of "Everybody's," who gave the salesmen a characteristic talk on magazine advertising, and especially the ethical side of it. This made such a hit that at the evening banquet Mr. Sherwin, the head and founder of this business, commented quite at length upon Mr. Frothingham's speech, and pointed out that what he had said about the ethical magazine publishing applied equally to the manufacturing and sales methods of the Sherwin-Williams Company.

I learned a great many things at this session. One is that the sales department and the advertising department can work in closest harmony. Another is that the salesmen can be taught everything about advertising that is necessary to make the advertising as effective as possible upon the dealer. The third is that the amount of enthusiasm which can be stored up among a representative lot of salesmen by such methods is incalculable.

This meeting may be as perfect a representation of the new spirit and method of salesmanship as can easily be cited. It is all advertising, in the best sense and in its most perfect development. The extent to which this idea of thoroughly informing the salesmen, and imbuing them with the spirit of enthusiasm which is necessary for the best salesmanship, is carried by this concern, cannot well be conveyed in an article; it would require a book.

—From "Profitable Advertising."



DVERTISING Agencies Engravers, Lithographers and Commercial Printers, You Want More Work!

Every man connected with advertising, or allied crafts, would welcome more business, *at less than the usual cost of landing it.* And there's one thing sure and certain that the majority of you would be doing more business—if the advertisers of Canada knew how much your work actually increased the pulling power of advertising. In short, all Canadian advertising is not as effective as it might be because our manufacturers and merchants do not all know your ability to turn out *eye-catching, artistic and persuasive* work. The time has come for you to tell the advertisers of the country just exactly what you know—just exactly what you can do. Your knowledge of printer's ink and the allied crafts is valuable—worth money to the manufacturers and merchants of the Dominion. But—they do not know it. Tell your story in the next issue of *Economic Advertising*—the publication that is read by your customers and all your probable customers in Canada. We want your story not merely as an evidence of your faith in advertising; but because we know that it will pay you to become one of our permanent advertisers. We only sell space on a straight business basis.

Become an advertiser now

To Publishers

GENTLEMEN: No advertisements, excepting your own, appear in this number. None were solicited. But—you have a certain commodity for sale—the *most important commodity*, we believe, in the world of commerce. That commodity is *white space*, varying in its degree of value to the manufacturers and merchants of Canada. ¶ Our general advertisers, and all who are likely to become general advertisers, are readers of this publication. They want to know more about your commodity. They want particulars. To be exact—they want to know what reasons you have for believing that your white space is valuable to them. There isn't any doubt in our mind regarding the value of white space in Canada. It is by all odds the cheapest commodity—if not the most valuable—in the country. *Economic Advertising* will show our manufacturers that, *in view of our quickly developing home markets*, they buy too little white space. But—the logical thing for you to do is to tell your story regarding the value of your commodity in the publicity pages of *Economic Advertising*. ¶ Advertising creates a demand for every worthy article—every worthy product under the sun, and

**Gentlemen! You believe in
Advertising.**

Economic Advertising

A MONTHLY
MAGAZINE
published in



the interests of
CANADIAN
ADVERTISERS

STEWART & TOBIN, PUBLISHERS, 43 VICTORIA ST., TORONTO

FREE *of* CHARGE ONE YEAR'S LIBERAL ADVERTISING

The Montreal STAR once more announces a gain of another thousand in the circulation of its daily edition, bringing it **past the Sixty-seven Thousand Mark.**

The total circulation of all the other English dailies in the city of Montreal added together is only a little over half the STAR'S circulation.

In the city of Montreal and suburbs, the circulation of all the other English daily papers combined is only about one-half that of the STAR.

To some people these statements might appear startling. The question of vital importance is: Are the statements true?

The STAR offers to any advertiser disproving its Circulation Claim, in any detail, one year's liberal advertising **free of charge.** Circulation books are open to inspection at all times.

THE MONTREAL STAR

STAR BUILDING, MONTREAL



BY COURTESY OF F. T. PROCTOR, TORONTO

Sample Catalog Illustration printed from Half Tone Plate
and Tint, by the Art Engraving House of Canada

THE TORONTO ENGRAVING CO.
LIMITED

92-94 BAY STREET · TORONTO

Economic Advertising

10 cents the Copy

\$1.00 the Year



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La Presse Circulation Proved

La Presse has had its circulation books investigated by the leading chartered accountants of Canada. The result showed the average circulation of the daily edition for the two years ended April 30th, 1908, to be 103,312—the largest daily circulation in Canada. Below is the statement:

Average Daily Circulation for the year ended April 30th, 1907		101,622
Average Daily Circulation for the year ended April 30th, 1908		103,312
Average Daily Increase for 1908		1,690
The Average Daily Circulation for the year ended April 30th, 1908, is composed as follows:		
City of Montreal and suburbs	45,816	
Elsewhere in Canada	31,720	
Free Copies	2,033	
United States (American Edi- tion) and Europe	23,743	
Total		103,312

Certified correct,

(Signed) P. S. ROSS & SONS

Chartered Accountants

Montreal, June 6th, 1908

Economic Advertising

T. Johnson Stewart, Editor

T. J. Tobin, Business Manager

Vol. 1

Toronto, October, 1908

No. 2

Straight Talks

A Rousing Welcome

ECONOMIC ADVERTISING" has certainly blazed its way into the hearts of a host of warm friends in record time. Not a single day has passed since the publication of our first number without bringing one or more letters of appreciation from business men and publishers alike. It would be hard for any new publication to show such varied proofs of good-will as "Economic Advertising" can show. On pages thirty-five and thirty-six, we publish a few of the many good things which have been said about this periodical. The reasons behind these letters of appreciation are worthy of your consideration. To begin with, they were unsolicited. In nearly all cases the authors of these letters are personally unknown to the publishers of "Economic Advertising." Then, we have no axe to grind. We are a new concern, without any affiliations, or outside interests. Had we been conducting an agency, or a publishing house, our magazine might have been looked upon, and with a certain degree of justice, as a house organ first, and an advertising periodical after that. But, as we have stated, our object is to conduct a magazine devoted entirely to Canadian advertising, and that both business men and publishers appreciate the point is very evident. We will endeavor to merit more and more the good opinions which have been expressed about "Economic Advertising," and will just as readily publish a fair criticism as an eulogy."



The Woollen Industry

If it is true that it costs $31\frac{1}{3}$ per cent. more to produce woollen goods in Canada than Great Britain, then our woollen industry is endangered, unless the height of the impost is increased at an early date. If, as the "Toronto News" says, editorially, "Can-

adian woollen manufacturers find that imported shoddy fabrics of inferior quality are able, under the Fielding tariff, to undersell the solid woollen product of the Canadian mills," then the tariff wants doctoring.

The political aspect of this argument does not interest us even a little bit. As far as we are concerned, the argument resolves itself into one of business, purely and simply. Specialization and its resultant—economic production—may allow English manufacturers to undersell us in our own markets. We only know that our woollen industries must be maintained at all hazards, because they, and the allied industries, give work to thousands of Canadians. Two alternatives suggest themselves to us as possible ways out of the quagmire. We must either increase the height of the impost, or all Canadian manufacturers must brand their goods and join forces in a national advertising campaign, so that there will not be any chance for the consumer to buy "imported shoddy fabrics of inferior wearing qualities in preference to the solid woollen products of the home mills." If Canadian woollen products are superior to imported fabrics, our citizens certainly want to know it. Judicious advertising will end the argument for all time.



A Lesson the Panic Taught

Now that the panic is dead, we may as well give it its proper name and proceed to note its good points. A number of manufacturers, whose names had almost slipped our memory, have returned to the publicity columns of our newspapers and periodicals. And the expert, who can analyze the mind of the man behind the ad., knows perfectly well that all is not as joyous as it might be. We questioned one manufacturer about the saving he had effected by withdrawing his advertising and his reply was illuminating:

"It will take a healthier panic than the 'late one ever was to make me quit advertising again. I'm out to regain the business I lost from the gentlemen who were wise enough to keep hammering away."

A number of Canadians not only buy stock when the other fellows are tumbling over one another to sell, but they also advertise pretty strenuously when the other fellows quit. It requires sound commercial sense as well as daring to do that, and "the gentlemen who kept hammering away" are to be congratulated. When you come to think of it, some ads. did stand out prominently in our newspapers and other publications last winter. "Keep on advertising" is the lesson the panic taught.

The outlook is splendid. The panic is dead. Long and strong life to advertising! And incidentally, we may remark, there will be more and better advertising the coming season than ever before in the history of Canada.



The Western Markets

"Winnipeg is just opening the finest post office building in Canada. And ex-Postmaster Hargrave is still living to tell how he once used to carry all of Winnipeg's mail about in his overcoat pockets."—News Item.

If we have ever entertained any doubts regarding the quickly developing markets of Western Canada, that news item ought to dispel them forever. But there are other facts, substantial and stubborn enough, to kill doubt just as soon as entertained. The yield of the wheat fields alone is conservatively placed at 112,-000,000 bushels. Oats have proved generally satisfactory—many fields threshing from 50 to 75 bushels an acre. This simply means that the buying capacity of our western provinces is away beyond all previous records. There certainly is an ever-increasing business out west for the manufacturer daring enough to go after it.



A Word About This Issue

"An Advertiser who Quit and Why," is the plain truth regarding the attitude of one of Canada's largest manufacturing concerns towards advertising. This interview will be followed by others equally interesting, and if they serve to point the way to a realization of the absolute necessity of making every dollar spent in advertising a good investment, they will fulfil their purpose.

A. A. Briggs' article on "Stove Advertising" will be found helpful to all interested directly or indirectly in this big industry. His suggestions are worth the consideration of every man who endeavors to better advertising. We have pleasure in informing our readers that Mr. Briggs will be a frequent contributor to our pages.

The C.N.R. article is contributed by Rex Croasdell. C.N.R. advertising is a big, broad subject and, of course, Mr. Croasdell only attempts to give us a glimpse of the whole.



New York City requires short-sighted students in her public schools to get glasses. What provision can be made to help a house that is suffering from short-sighted business policy—who are so blind they can't even see their condition?

Writing Effective Stove Ads.

Too Many Manufacturers Have Vague Ideas of Good Advertising Copy—That's Often Where the Fault Lies, Not in the Mediums—By A. A. Briggs.

THE importance of effective copy in stove advertising is not overestimated. Rates, position, pictorial elegance have their bearing on results, but undoubtedly the pivot on which advertising success or failure revolves is copy.

Some of the confusion relating to stove copy and its suitability to particular mediums arises from a somewhat vague conception



A. A. Briggs

of the many-sided character of advertising. We had a good illustration of this point when the solid, nonpareil, turned-rule ad. was first introduced. Stove manufacturers here and there modelled their talks after it, and readily believed greater sales followed the innovation. When the inevitable reaction came some of these manufacturers blamed mediums when the cause of failure was attributable to copy.

The solid ad. is suitable only for the stove manufacturer whose ads. have to sell the goods. He alone requires "Salesmanship on paper." He alone has authority to look for direct results.

For the manufacturer who has travelers to meet his dealers and dealers to meet the people, "solid" copy is an anomaly and unnecessarily expensive. The copy required is of an educative character—general publicity—and only helps produce sales.

General publicity never commences and completes a sale, because its function is solely to evolve the spirit of word acceptance which brings a possible purchaser to the point of being open to conviction. Follow-up systems and reputation, and the dealers do the rest.

When the stove manufacturer realizes that his aim in using "consumer" advertising space is to bring the merits of certain goods continually before the people he also realizes that to be a success it is necessary that he know how to approach the people in order to secure, first, for himself, their "thinking" attention, and later, for his dealer, their "buying" confidence.

In doing this, if he is inexperienced, he will be solicitous about the number of people who read his ads. If experienced, he will believe that far more important than getting ads. read by a great number of people is getting them read by those

Sask-alta Range



REDUCES THOSE BAKING HOURS!

Why have an oven sufficient only for three pies when "Sask-alta" Range oven will take four pies and other cooking? The more baking space you have

—the less fuel you use—the less work you do. Fuel and work are just about the main items of expense in the kitchen. "Sask-alta" Range saves both for you.

McClary's

London, Toronto, Montreal, Winnipeg, Vancouver, St. John, Hamilton, Calgary.

Sask-alta Steel Range

The crowded stove top—haven't you often wished for more space?



This pipe-hole may be used if preferred but—this pipe-arrangement leaves the top of range free for pots, pans, etc.

Granted—The wish for more top space. Grantor—"Sask-alta" Range.

Granted—The cutting in half of wash day. Grantor—"Sask-alta" Range.

Granted—The use of a top space sufficient to prepare a meal all at one time. Grantor—"Sask-alta" Range.

"Sask-alta" piping a adjustment is easy, but you will not do it on any other range.

McClary's

London, Toronto, Montreal, Winnipeg, Vancouver, St. John, Hamilton, Calgary.

The oven does the baking, the fire-box controls the oven heat, and the grates hold the coal or wood that produces the heat, so THE GRATES are important.



Sask-alta Range

Double Duplex Grates

"Sask-alta" Double Duplex Grates are made in four pieces, each grate shaken separately. Ashes over one grate can be shaken without wasting good fuel over other grate. No poking necessary, thereby saving fuel. Dampers at both ends of fire-box secure perfect drafts. When grates are inverted for wood a patent clump remains in position. The easiest-working way is the surest-serving way—and that's "Sask-alta" way.

McClary's

London, Toronto, Montreal, Winnipeg, Vancouver, St. John, Hamilton, Calgary.

Three McClary Ads.

people whom he can rightly style "possibles." There are two classes of people whom the knowing stove manufacturer regards as "possibles," and aims through his dealers to reach; people who have no stoves, people who have stoves worse than none.

The first class might be said to comprise the newly-married, immigrants and new residents in a town.

The second class comprises all grades and all types of people.

When the advertising text is being considered, the above classifications will receive due consideration, and just in proportion to their influence will be the effectiveness of the copy.

To appeal in one and the same ad. to the many differently tempered people who can be grouped in these two classifications requires copy with details for the detail man, enthusiasm for the enthusiastic man, facts for the sceptical. Cold statements must be so illuminated as to be divested of every semblance of the commonplace, while, on the other hand, the ads. must, in spirit, so hold to goods as to weather the cross-examination that comes with the critical readers perusing competitor's claims.

Success may crown copy efforts here and before the ad. is finished mistakes in other quarters mar the result. The stove advertiser, after making his point, may prolong the talk until it bores and stifles the confidence already begotten, or by being too brief he may whet the reader's curiosity, but leave him disappointed.

Or, just as in the past, the stove advertiser was overpositive, he may, by being overcandid, render the ad. null and void. He may compare his present with his past, and in order to glorify the present sacrifice the past, or he may particularize and qualify until the reader loses faith.

Another hindrance to stove copy effectiveness is an ever present vulnerable phrase. A good general illustration of this is to be found in the case of that manufacturer who runs the statement, "The varnish that lasts longest."

The implied suggestion for the reader is durability. But a varnish may last long and yet, from the standpoint of tone, never be any good at any stage of its career.

Effective stove copy then is educative copy, enthusiastic copy, doubt-proof copy, clear copy, "sufficient" copy. It is non-competitive; it breathes facts. It is cordial, hopeful, business-like, sincere. It is never defensive.

Effective stove copy also is even in tone and substantial in character. It never sacrifices sense for originality, nor dignity for smartness. It has the human touch that persuades and is always free from platitudes and servility.

An Advertiser Who Quit, and Why

The Manager of One of the Largest Manufacturing Concerns in Canada Frankly States His Views on Advertising and Gives Reasons for the Attitude of His Firm Towards It.

WISHING to discover the real cause, or causes, of scepticism amongst a minority of business men regarding advertising, the writer interviewed a prominent Toronto citizen, who had confessed his inability to see the good of advertising, as far as it concerned his business. For obvious reasons we are not at liberty to give the name of the gentleman referred to. Suffice it to say that he is general manager of one of the largest food product manufacturing concerns in Canada.

When the editor of "Economic Advertising" had stated his business, Mr. H—— said: "Our attitude towards advertising contains little of the elements of a strong faith in its efficiency. As a matter of fact, we have arrived at the conclusion that advertising—and by advertising I mean what is generally termed advertising—is inapplicable to our business on an economic basis. There may be much in advertising for many firms—I believe it is a good investment, as you say, for many; but with us it is just a little bit different. You see, we are the largest concern in our line in Canada. Our travellers cover the country from coast to coast, and while we are ever on the alert to investigate any legitimate business scheme which would have a tendency, however remote, to increase our volume of business, I may as well frankly state that advertising, in the usual meaning of the term, would not help us at all."

"You speak rather positively, Mr. H——. Have you any good reasons to support your assertions?"

"Well, rather!" chuckled Mr. H——. "It is generally supposed that we have not given advertising a square show. I'll tell you our story, and you can decide the matter for yourself."

"You can readily understand that ordinary publicity would not do us any good. We're just about as well known as ordinary publicity could make us. But, occasionally we get the idea that plain talks exploiting our goods might help some. Some time ago we had that idea good and strong. And what is more, we were persuaded that we were not doing all the business we might have been doing in a certain territory in the lower provinces. A gentleman, who is called the cleverest advertising agent in Canada, had been calling on us and telling us how he had pro-

moted the business of other concerns. He practically stated that he could double our business in the territory I have referred to. We were looking for that sort of man, and we were more than willing to pay any reasonable price for any reasonable increase in our volume of business, and so we told our friend to go ahead.

"Now, sir, we're manufacturers, not advertising experts. I thought the advertising prepared for us was short on common sense. A lot of stuff about Mary's pet lamb might help our business some; but we were doubtful. However, we were after knowledge, and we were willing to pay for it. Well, to make a long story short, our agent spent several thousand dollars in that territory in six months, our business kept going back down there, and this is all we got for our money."

As Mr. H—— finished, he handed me a folio of the ads., which had been written and designed for the purpose of exploiting his goods. I glanced at a few of the ads. and the less said about them the better.

"How did your agent explain his utter failure?" I inquired.

"He didn't explain it at all. He merely agreed with us that advertising was inapplicable to our business."

"And have you abandoned advertising altogether?"

"In the ordinary sense of the term, yes. But we advertise in our own way. When we get up a new product, for instance, we have samples of it put up in neat little cases and shipped to our dealers. They hand out the new product to their customers. If the consumer fancies the article, we win. We are in business to give the people what they want, and we make our goods as perfect as we know how. We depend on the perfection of the product to hold our trade and somehow we have won the reputation of putting a goodness that stays there into all we produce. Of course, there are other features that make for a lasting business and satisfied customers. We know how to pack and ship. The original goodness of our products stays right in them until they are used. Our way of advertising has proved a good investment. The way of the expert we employed proved a total failure."

Mr. H—— kindly informed me that he would give me all information at his disposal. But I had heard and seen enough to realize that one big concern, at least, had reasons to advance for its scepticism. And as these interviews are written for the purpose of helping commercial men and admen alike to solve business problems I append my honest conclusions regarding this case.

There is no doubt about the perfection of this firm's pro-

duct. Their goods are just as perfect as human ingenuity and hygienic skill can make them. They are an old established firm and their reputation is as justly famous as the Bank of Montreal. They are progressive. They want all the business they can get by fair means. And they have demonstrated their willingness to investigate modern advertising as applied to their business. To begin with, the agent promised what no advertising agency on earth could perform. He could not have doubled that firm's business in years. He could not have doubled the firm's business in the territory we have referred to in years. And the perfection of the product was in no way revealed by the advertising. Indeed, the whole series of ads. was weak, and some positively silly. "Mary's little lamb" would have performed as useful a role in Milton's "Paradise Lost" as it performed in the commercial literature of that firm. It would be an injustice to suppose for a moment that the agency, in this case, could not have done better. We know that the same agency has conducted splendid campaigns for just such firms. But, call it negligence or what you will, here was a big institution contemplating a national advertising campaign, its officers were willing to investigate—put up good money in order that the value of advertising might be proved to them—and after spending several thousand dollars the agent calmly retires with the statement: "Gentlemen, advertising is not applicable to your business!"

If the agent had made good in this case, if his territorial campaign had been at all successful, this firm would have been investing tens of thousands of dollars annually in newspaper and periodical publicity. There is no doubt about that statement, because Mr. H—— practically informed me that the agent would have had his firm as a permanent and national advertiser if the initial campaign had been profitable in the least degree.

Our agencies, as a rule, do splendid work. They prove month after month, year in and year out, that advertising is a first-class investment for business men. But, big concerns are conducted on dividend-paying principles, and when they make a fair effort to realize on advertising we want to say there is something wrong with the copy when they don't. It is very evident that some business men have reasons for quitting as advertisers in the general sense of the term.

What are we going to do about it? The editors of this publication would suggest that every advertising manager of every reputable newspaper or publication should carefully study the advertising of new advertisers especially.

There is nothing very radical about this suggestion. Copy

should be localized. I am of the opinion that the advertising manager of "The Province," Vancouver, or "The Free Press," Winnipeg, could give valuable suggestions regarding the kind of copy that pulls in their respective cities. The interests of commerce and advertising alike demand that the advertising managers of all reputable media do something more than merely land business. It is their duty to help nurse the new advertiser into vigorous life, and we honestly believe that every agency would gladly welcome suggestions which would tend to make its work even more productive and profitable.



Should Churches Advertise?

Whether or not churches should advertise depends upon the answers to three other questions:

(1) Are as many people attending church services regularly as can be persuaded to do so?

(2) If not, will advertising prove an effective means in accomplishing this end?

(3) Does experience prove that advertising more than pays for itself?

To the first query there can be but one reply. There are hundreds of thousands of people in every part of this country of ours who are not, but who could be, interested in church work. Perhaps all of these could not be sufficiently interested that they would all become church members, but a very large proportion of them, to say the least, could be induced to attend one or two services every Sunday. No one will be so pessimistic as to argue to the contrary.

Granted then, that our congregations are not as large as they might be, will advertising help to make them larger than they now are? Will inviting people to church through announcements in the newspapers, through sending them circular matter, through posters at the street corners, through imitating the methods of business men, tend to increase church attendance and build up our religious institutions? In answering this question let us turn to the experience of others.



Your Production Should Not be Fitted to Other Makes

After having written your advertisement or letter, if you could tear off the signature and put in its place that of your competitor across the street, you haven't a good production.

You may get some business for yourself, but at the same time you are whooping it up for the other fellow too.

The Triumph of Factory Clothing

Immense Prejudice that the Men's Ready-to-Wear Industry Has Had to Fight — Advertising the Greatest Factor in Overcoming it — Output of Custom Tailors Dwindling.

		1900	1905
Men's Custom Clothing	- -	\$8,775,439	\$ 7,024,926
Men's Factory-made Clothing	- -	8,980,291	12,383,211

THE figures quoted above, from the Dominion census report of 1906, tell a story that is full of interest for every business man. It is a story of the triumph of a twentieth century principle—the perfection of a product, combined with extensive advertising of that product.

Are your clothes custom-made or do you buy them ready-to-wear? Some of you would, perhaps, be greatly surprised, and not a little indignant, if that question were put to you direct. A few years ago your indignation might have been justified, but not now. To-day there is a great deal of clothing turned out of Canadian factories and worn by men who are particular dressers, that looks just as good, and is actually just as good, as the custom-tailored article.

Not so very long ago the term ready-to-wear was popularly considered to indicate the despised “hand-me-downs,” that were only patronized by the man who cared little about his appearance, or who couldn't afford anything better. Neatly tailored garments were always made to order, and the ready-to-wear industry subsisted on the demand for cheap clothing.

With the increased prosperity of the country, and the greater buying capacity of the people, the consumption of custom-tailored clothing would have grown immensely—if the ready-to-wear manufacturers had remained in the rut which they had followed for so long. They didn't, though, and to-day they are rapidly gaining the upper hand, while the business of the custom tailors is dwindling, notwithstanding the large additions to our population.

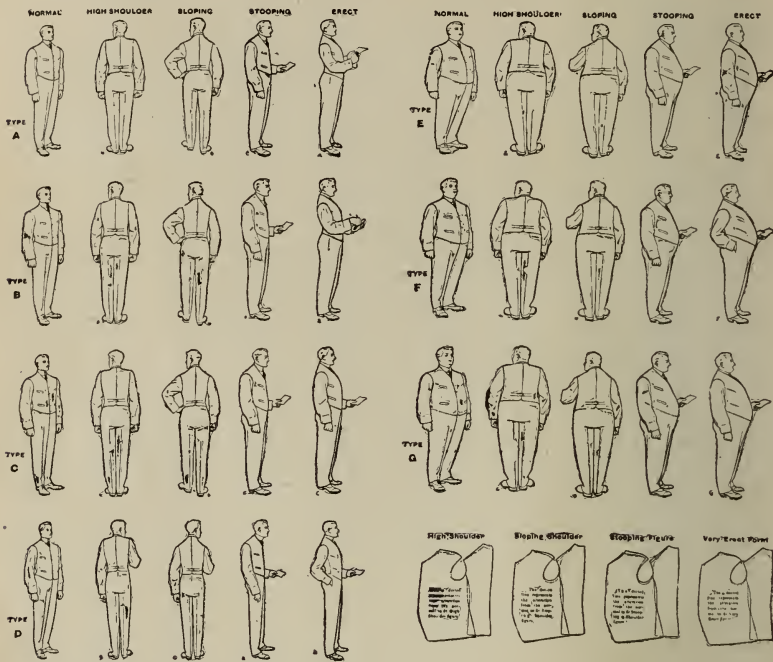
When the manufacturers announced that they proposed to clothe the men of Canada twenty-five per cent. cheaper than the merchant tailors of the country, and do it better, the latter, like the old-time shoemaker, smiled reposefully and contentedly. They said it couldn't be done; that there was an individuality required in good clothing that no factory could impart to a garment; that good dressers would continue to go to them, and that the manufacturers were welcome to the cheap trade.

But they argued without a comprehensive knowledge of the resourcefulness of the men behind the ready-to-wear business. These gentlemen had weighed all the possibilities, considered all the facts in the case, and surveyed the field carefully. And when they talked about producing garments equal in material,

THE EVENING TELEGRAM SATURDAY, APRIL 4 1908.

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You Are One of the 425 Semi-ready Physique Types



Few men are "Regular"—but many are Normal in their Distinct Type. These show the Normal type, and some of the variations, and we make 25 suits in each variation, multiply 25 by 15 and you have our range of sizes.

If all men were built in regular proportion it would be an easy matter to fit them with stock-size ready-made clothing. But they are not. The Semi-ready system overcomes here. In height, breadth, weight and bodily peculiarities men are different and as far apart as the poles.

One man may be muscled and chested like an athlete, naturally or from an out-of-door life or occupation. His friend may be slim, narrow-chested or stooping because of his sedentary indoor employment. Yet another gentleman may have sloping shoulders or again, because of his chosen calling, one shoulder may be slightly higher than the other.

Whatever natural physical type, regular or irregular, Semi-ready clothes can be made to fit ~~the~~ to hide any irregularity, because of the Semi-ready physique type system.

Semi-ready clothes possess that subtle something which will distinguish a man in the crowd—a style that only well-tailored garments can bring—and a distinction which can be

imparted only when the pattern, fabric and design conform to the individuality and personality of the buyer.

Parts of the Semi-ready idea have been stolen. Portions of the system have been run into the few hundred imitations which, heralded for a time with high-sounding adjectives, soon drop back to their ready-made rank.

Semi-ready Tailoring has revolutionized men's dress. It has given wider liberty of choice, a revolutionary reform in methods, and presents in the highest type of the tailor a craft that fashion and perfect fit which makes it a distinct achievement of the twentieth century. \$25 and \$30 fabrics can be completed into suits as safely as \$15 and \$20 values.

Under talented supervision the Semi-ready have perfected a well-rounded organization which has been strengthened at every point. The completed Semi-ready Suit is a triumph of artistic designing, backed by an economic business system and by the highly skilled team work of men tailors who become expert in making their particular part of the suit.

We tailor suits at \$15, and they are just as well tailored as our models at \$18, \$20, \$25, \$35 and up. Do you know we actually sell more \$25 suits than we do \$15?

ED. MACK, LIMITED
81 Yonge Street, Toronto

Semi-ready Tailoring

ED. MACK, LIMITED
81 Yonge Street, Toronto

and superior in style and workmanship, to the ordinary custom-tailored article, besides reducing the price very considerably, they knew that all this could be done, and profitably.

The manufacturers first set about the perfecting of their garments. They called on science for aid, and, as science always does, she responded promptly and effectively. To make clothing complete at the factory, and give every man a perfect fit, was a stupendous undertaking. In all cases it may not have been thoroughly accomplished as yet, but remarkable progress has been made. The basis of this progress is a close study of the male physique and its classification into distinct types with their numerous variations.

To illustrate the point an ad. of the Semi-Ready Company is reproduced herewith. This firm may object to being classed as ready-to-wear manufacturers, but for the purposes of this article we will consider them as such. In the census report their output would come under that heading.

 The Semi-Ready Company found that men could be divided into 425 distinct types. Following is a quotation from the ad.: "Few men are 'regular'—but many are normal in their distinct type. These show the normal types and some of their variations, and we make 15 sizes in each variation. Multiply 35 by 15 and you have our range of sizes. If all men were built in regular proportion, it would be an easy matter to fit them with stock-size ready-made clothing. But they are not. The semi-ready system conquers here. In height, breadth, weight and bodily peculiarities men are different and as far apart as the poles. One man may be muscled and chested like an athlete, naturally or from outdoor life or occupation. His friend may be slim, narrow-chested or stooping, because of his sedentary indoor employment. Yet another gentleman may have sloping shoulders, or, again, because of his chosen calling, one shoulder may be slightly higher than the other."

The prejudice against ready-to-wear clothing that existed at the outset was sufficient to appal men of less faith and determination. For some time progress was slow and difficult, but the manufacturers advertised persistently and aggressively, and they made clothing that backed up the claims advanced for it. Steadily they gained, and are gaining, substantial headway. Each year will make their advancement easier and give it added momentum. A large amount of prejudice still exists, but it cannot long withstand the continuous assaults that are being made upon it. The extent to which it has already been overcome is a brilliant testimonial to the power of advertising, for

no line of business ever had to fight heavier odds than did the ready-to-wear industry.

Now, at the commencement of the fight the custom tailors had some reasons for their arguments as stated in a foregoing paragraph, but the great indifferent buying public knew nothing about them. The manufacturers also had reasons for their stand and the purchasing public was asked to consider them. The manufacturers advertised. The tailors did not. The inevitable happened.

At the outset the arguments of the tailors were decidedly the stronger. The time for them to have assailed the manufacturers was when the latter were groping their way into the perfection-of-the-product position. By combining in the carrying out of a well-planned advertising campaign they could have greatly retarded the progress of the ready-to-wear industry. Even yet they could strengthen their position immensely by the employment of this means.

Figures showing the consumption of the different classes of clothing are only obtainable up to 1905. If those for the past three years could be quoted the manufacturers would be found to have gained an immensely increased advantage.

—Tobin

Your Production Should be Clear

"Language" has been ironically defined as "the vehicle which obscures thought." The information, the news, that you wish to convey in your advertisements should be made as clear as possible.

Simple words are best.

Very few of your readers have a college education. Lots of words which you understand convey no meaning to them. Long, complex, involved sentences should not be used in advertisements, because they are difficult to understand. Short, simple sentences are easier understood and are more forceful.

Copy written in short sentences, and expressed in simple words, is absorbed with the least effort. You must make it easy for the prospect to digest your advertisements.

I believe legal language is the best illustration of involved phraseology. An advertisement should be the best illustration of the opposite.

If the meaning is not clear, you will never make a sale.

The best advertising is the naked truth propelled with just enough wording to forcibly convey the idea.

How to Begin a National Campaign

Opinions Differ Somewhat as to the Initial Steps to be Taken — Fundamental Essentials Common Sense and a Good Product — First of a Series of Articles on the Conduct of Campaigns.

THE wise way for a manufacturer to begin a national campaign for the first time is to consult an experienced agent, or the advertising manager of a well-known publication. Both are capable of advising wisely and well, because both are business promoters in the best sense of the term. The experienced agent, in particular, is a maker of advertising campaigns that actually force sales, just as you are a maker of whatever product you market. You hammer quality in and through your product because you are out for a permanent business. The agent can only build up a stable business in one way. He must conduct his client's advertising economically, he must throw his best work into every part of a campaign, he must bring all the skill and knowledge, gained by years of actual practice, to bear on your requirements and—if you are quite open and candid with him, giving him all the data at your disposal—you can depend on excellent results. Yes, the sensible way for the beginner to start a national campaign is to consult a man who knows—place his appropriation in the hands of an agent who has contracted the habit of making good.

There are different opinions entertained by advertising men themselves regarding the initial step in a national campaign. But that should not puzzle the shrewd business man for long. All lawyers do not interpret the law in the same way. Able medical practitioners make different diagnosis of exactly similar cases. And divines who preach "the revealed word" have differed so extensively that there are at least two hundred different Christian sects extant to-day. However, the advertiser is not confronted with any complex problems. His course is simple, sensible and scientific because based on tangible commercial truths. The advertising counsellor long on talk and short on facts, is a good one to drop. There is no real mystery about advertising. Abuse raving is not publicity. Good advertising is nothing more or nothing less than commercial sense regarding the marketing of goods.

Suppose, then, our prospective national advertiser manufactures a food product. What would be the most reasonable, the

most sensible step to begin with? Should he force his goods through the stores of Canadian grocers by acquainting the consumer with their merits? Or, should he make his compact with the grocers of Canada, secure their voluntary co-operation, before investing a dollar in general newspaper publicity? There can be no real difference of opinion amongst veteran admen on this point. Our advertiser's first business is to secure the ready co-operation of the grocers of the country.

You may have read an article in our last issue entitled: "Creating Enthusiasm in a Selling Force." The writer of the article proved the need of a better understanding between the salesmen and the advertising department of most concerns. There should be more than a mere understanding—there should be absolute harmony between the two. The salesmen should have a prior knowledge of all advertising. They should be posted by the advertising manager regarding the exact value of every piece of publicity to the dealer and they should know how to talk it up. You will always find a strong bond of comradeship between an up-to-date selling organization and its employers.

The grocers of Canada are the salesmen of the man with a food product we are talking about. The sensible thing for him to do is to enthuse his salesmen right at the beginning. They will be quick to note the perfections of the product because that means reputation and a better patronage for them. And they'll just be as ready to appreciate the value of general newspaper advertising because it creates a demand for the goods right amongst their probable customers. There IS no other solid foundation for our manufacturer's national campaign.

How, then, are we to make the first move most economically and profitably? First, by buying space in the trade press. Second, by a liberal use of the direct appeal. And third, by having the roadmen work in harmony with the advertising—boosting its value to the retailer. The manufacturer, in this case, must remember that the grocers of the country are his salesmen. Let him enthuse them with his proposition and then gradually unfold his general campaign. The grocer's attention should be called to every piece of copy appearing in the newspapers of the community and the value of it to him as a merchant should be constantly impressed on his mind through trade press advertising, the direct appeal and by the manufacturer's roadmen.

If I were to contemplate a national campaign for a food product, I would consult my salesmen—the grocers—before writing a single ad. for publication in any newspaper in the country. Because copy that creates a big demand for a product in Ontario will not always create as big a demand in Quebec, al-

though Quebec is more densely populated than Ontario. The people of our western provinces will enthuse quicker than the people in the east. Let ten grocers report to me from Halifax and I'll know what kind of copy to send to the newspapers on the Atlantic seaboard. Our manufacturer should keep closely in touch with his dealers. They are vitally interested in his welfare, if his product is as near perfect as it should be? We want more harmony between the manufacturer and his salesmen—the dealers. I have hinted how a beneficial working harmony can be created and in the next issue of "Economic Advertising" I will show how it can be maintained to the mutual advantage of both parties. In the meantime I desire to point out the probable results of the only logical first move.

A campaign started right—in accordance with the laws governing distribution—is bound to pay big dividends, while conducted right. The manufacturer gets more business and becomes a bigger buyer of space in the newspapers. Our distribution system demands the existence of a live, educational trade press. And that kind of a trade press is a big creator of advertisers, as every fair and candid critic will admit.

Lord Northcote is probably the cleverest, if not the brainiest, publisher in the English-speaking world. He gives the reading public just exactly what it wants. That's the secret of his success. When will we get the fact hammered into our heads to stay there that we must give the public the advertising that it will read—the advertising it wants? Isn't it reasonable to believe a dozen of the best grocers in Winnipeg, let us say, could tell our manufacturer the kind of copy that would enthuse and impress Winnipeggers? There's no doubt about it.

It does not matter what line of business you may be interested in we will try to make our talks interesting to all. Some day we'll build up a national campaign about your product. Our campaigns may not be according to Hoyle—arbitrary rules and regulations—but we'll leaven them with commercial sense clean through and let Hoyle and his regulations take care of themselves.

(To be continued in our next.)

T. J. S.



A man who has made considerable money in selling books gives his three essentials of success as follows: 1st. A bargain (or what appears to be one). 2nd. A hurry up call. 3rd. Enough money to tell the story in a broadcast way. It is useless to add that he is constantly looking for new schemes, new customers, and does not do a repeat business.

Advertising a Transcontinental

An Interesting Glimpse of How the Canadian Northern Publicity Department Works—A Publication, Frankly an Advertisement, which Sold for Sixpence in England. By Rex Croasdell.

THE publicity problem of a young transcontinental, which, in twelve years, has grown from a hundred mile line to the second largest railway system in Canada, and is still growing at the rate of a mile a day, answers to no very easy solution. Fortunately there is no dearth of material for the copy man. Six railways, three iron mines, the world's largest grain elevator, coal and ore docks, and a brand new lake port, are but a few of the component parts of the Canadian Northern Railway System. The entire advertising of this corporation, controlling so many railways, grain elevators, coal and ore docks, iron mines, etc., is supervised by Arthur Hawkes, the Superintendent of Publicity, who is in himself a walking and talking encyclopædia of the entire system. Does the copy man want new material for the western papers, the "chief" rattles off the latest, liveliest news of interest to western readers. Perhaps some competing line is making a special of some eastern tourist feature. The copy man is soon loaded with a bushel of notes, each one in itself an attractive and tempting item for the holiday-makers in the east. There is no lack of good publicity promoting material. But the Canadian Northern System is as yet only competitive at few points for tourist traffic, consequently the list of general mediums carrying display advertising for the road is small in comparison to the proposition.

A complete card index of all contracts is maintained showing space contracted for, date of publication and closing dates for each form. This index is supplemented by daily reminder cards, so arranged that the work of the copy man is well and evenly distributed over the entire month. The writer can commend this simple system to any busy advertising man whose list covers a wide territory. A lively file clerk can easily cope with the details, placing the current day's card on the desk in the morning and filing the previous day's reminder in proper place for the following month, providing that each item has been checked off as having had



A C.N.R.
Hunting Booklet

attention. Some would oppose this system as savoring of over-much routine for the inspirational worker, but out of the orderliness resulting from just one month's trial will come a realization that a little flexible routine aids rather than hampers inspiration.

No hard-set rule governs change of copy. If a piece of copy proves more than usually effective it is allowed to run over the one insertion, but variety of copy and constant change has proved most profitable. The tabular matter in the dailies, local to the offices of the different roads, is prepared and placed by the passenger agent for the line concerned, but all general advertising for the entire system is controlled direct from the department at headquarters, to which address all enquiries are directed. By thus correlating the advertising of the six railways a great saving of space is effected, and a more accurate record of results is made possible. So much for the routine governing the display advertising.

Some of the best work of the department in connection with the publicity of this lusty infant railroad appears on the eastern shores of the Atlantic, and in this connection it seems in place to mention what is, perhaps, the most remarkable piece of printed publicity ever yet issued by a railroad. At the Franco-British Exhibition this year, thousands of copies of "A Builder of Canada" were eagerly purchased by the well-informed and business-like portion of the British public, and as many thousand more were discriminately distributed. And this wonderful demand was in spite of the candid confession in the introduction that the publication was frankly a railroad advertisement. That it was an effective piece of advertising is evidenced by the fact that the investing public of Great Britain have very appreciably answered the call of the publication. It was a successful attempt to interest the investor in a railroad enterprise by describing the summering, hunting and industrial possibilities of the country traversed by the road.

Apart from the preparation and placing of periodical advertising, booklets, folders, etc., the work devolving upon the publicity department has a mighty scope. Every hamlet, village, town and city adjacent to the road is catalogued and the records show its population, industries and resources. Thousands of photographs have been collected picturing the road from every point of view. Lantern slides and lectures have been prepared by the department and are placed in the willing hands of associations, schools and lecturers throughout the Empire. Delegations from all over are carefully sighted, and where their mission is one likely to promote the interests of the company, they are

carefully nursed by the department and a trip over the territory traversed by the railroad is somehow included in their itinerary. The press reports of the journeyings of these delegations never fail to result in profitable publicity for the country served by the system, and so the good work of empire building is carried on. Newspaper and magazine articles descriptive of Canadian scenery, industries and resources, are prepared by the department, or at its instance, and are placed throughout the Dominion, the United States and Great Britain, and all form part of the great publicity scheme of this young transcontinental of remarkable growth. The methods employed for carrying on this work entail too much detail to be described in a short article of this nature. The classification, indexing and filing of photographs; the recording of every line of publicity published in the interests of the road; the tabulation of results from each piece of display advertising copy; the preparation of each special booklet, folder and timetable; the handling of travelling delegations; the management of displays at provincial, national and foreign exhibitions; and scores of other like subjects suggest sufficient interesting material for separate articles in themselves. It is certainly impossible to deal fairly with them collectively under the one heading in a publication already crowded with many other more meaty articles for the economical advertiser.

Your Production Should Not Be Technical

There are many words and expressions in every business that are technical. They pertain to your business and your business only. You understand them of course, but to any one outside of your particular line they are unintelligible or at least obscure. They are not readily understood.

This may seem easier than it is, for there are always some words and expressions that are so habitual with many business men that they do not realize that some of the words, most ordinary and simple to them, are really quite the reverse to the customer.

Don't be technical!

Advertising-built prestige is a very present help in time of panic.

An advertising writer who cannot stick to the truth, is wasting his energies in so humble a calling. He should become a press agent.

Ten years from now there will be people explaining the advertising successes developed within the decade just passed by saying "Anybody would have succeeded if he had started when they did."

The Letters of a Young Man To His Dad

LETTER NUMBER ONE

Subject—Things never yet accomplished things;
Once on a time there was a man.

—Kipling.

DEAR DAD,—

While my conception of the wiles of the fair sex might place me in the running with Solomon, I am afraid that my knowledge of the commercial world would hardly throw me into the same class as our mutual friend, Andy Carnegie. But, your heir-apparent is not anything if he is not obedient—so here goes.

“The Empire of Business” was a sealed book to me, as it is to most millionaires’ sons, until I had grown my back teeth and become satiated with the all but useless knowledge of a dead world as handed out by the Dons in our halls of learning. Dad, the ways of Providence may not be just as perfect as we could desire; but they are devilishly subtle and in accordance with all the natural law I know anything about. Once in every ten generations A Man appears in all respectable families. When This Man happens to be a scholar, his sons invariably leave college with ass stamped all over them. When He is a statesman his progeny hold down jobs practising at the bar, or taking in washing. When The Luminous One happens to be a poet, his offspring are either mild-eyed lunatics or pickpockets. And when The Man happens to be a distinguished gentleman of affairs his heirs are wastrels, or managers of peanut stands. J. Pierpont Morgan and myself are just the exceptions which go to prove the rule.

Old Dame Nature plays the game with stubborn and relentless justice. She is our only logical Socialist. In ten generations our family will be poor but honest, and the thrice great-grandson of that lobster-faced, cross-eyed, pot-bellied, bandy-legged apology for a man you call your coachman will be a knight, baronet and knight of the garter, or the president of a great insurance company organized for the benign purpose of playing the devil with other people’s money. Even two gentlemen of our calibre, happening consecutively, cannot save our progeny from disaster. Nature’s laws aren’t crooked—no sir-e-e! The gods can only get the best out of men in the aggregate by throwing them down occasionally good and hard. What a knock-

down our children's children's children will get, seeing that we are both up-to-the-minute, level-headed old sports? Selah!

" Things never yet accomplished things;
Once on a time there was a man."

Humanity ought to be thankful that Rudyard is only a minor poet, because minor poets do sometimes talk sense. Things like miracles do not happen. Events are traceable to alert and scheming brains. And, Dad! you certainly have been a considerably big man. You are a big man. I'm not slinging any gush, pushing the con, or monkeying with the facts. You were no ten-million-dollar, high-bred baby, wrapped up in silken swaddling clothes, when you let out your first squawk on this planet. The papers didn't report that grandmother was in an interesting condition before your advent. No, you trotted into the game unheralded and unknown. You were brought up on the bottle and soggy atmosphere, and you carved your way through boyhood in the biggest city that God ever allowed to exist. The way you cornered some useful knowledge and laid the foundation of your immense business seems no less miraculous to me than the way the late Mr. Noah built a vessel capable of carrying more live stock than ten Lusitanias. Apart from the fact that the Lord has been very good to you, I insist, sir, that I chose my father very judiciously. You are now the largest baker and biscuit manufacturer on earth—baker and biscuit maker to His Britannic Majesty, Edward VII, the Prince of Wales, and other members of the House of Hanover too numerous to mention. Forty-five years ago you were a street urchin, selling papers on Ludgate Hill, and now, sir, you are The Baker—you are distinctly "It."

When I review your life and consider your success, it does seem presumptuous for me to offer any criticisms on the conduct of your business, but I'm merely carrying out my part of the contract we signed four years ago to-day. Allow me to quote one clause:

"Whereas, the party of the second part, the said Paul Johnson, jr., after a four years' tour of the world and a general investigation of the conduct of twentieth century business, agrees to write a series of letters of honest and fearless criticism and suggestion, calculated to improve the business of the party of the first part, the said Paul Johnson, sr." Now, Dad, whatever my criticisms or suggestions may be, I ask you to remember that they are offered fearlessly and honestly—they point the way I would conduct your business were I at the helm this hour.

I know that Johnson's Bakery is the largest and probably the best managed concern of its kind in the world. Your bake-

shops are just as hygienic, your machinery as perfect, your workman as skilled as any in the Empire. Your delivery system and your shipping department are the last analysis of economic science. Your ablest competitor might visit your shops to-morrow, he might examine your complete outfit, your entire organization, your raw material and honestly declare: "Johnson, you have us beat in every department of your business. You are an old-established firm; you are well known from Land's End to John O'Groat's. Your reputation for quality, cleanliness and honest weight lifts you, practically, out of the rank of all competitors. As a baker and biscuit manufacturer, you are in a class by yourself.

Your biggest and best competitor might say all that and say it honestly. And yet the reports of your conferences forwarded to me for every quarter of the last two and a half years show an almost imperceptible but gradual shrinkage in the volume of your business.

The quarterly report for the three months ending March, 1906, shows your sales at £2,496,763. For the sake of clearness I omit the shillings and pence.

The quarterly report ending June, 1906, shows your sales at £2,487,543. The September returns for 1906 place your sales for the quarter at £2,482,201. The last quarterly report for 1906 reads £2,483,967. The figures for the quarters of 1907 are consecutively as follows: £2,479,311, £2,480,217, £2,476,210 and £2,482,604. Here are your gross returns for the first three-quarters of your present fiscal year: £2,485,714, £2,477,005 and £2,469,893. In plain English, your volume of business has dropped in a little more than two and a half years to the tune of £26,870. Now, my dear sir, I know you do not give a continental for twenty-six, or twenty-seven thousand pounds sterling, but if your business keeps on decreasing at the same ratio for the next four or five years, you'll be at least one hundred thousand pounds sterling below your high water mark. That means that much of your present plant will be lying idle, the efficiency of your organization crippled, and that your expensive, first-class facilities might as well be second-class. In other words, you stand to lose millions of pounds sterling during the next ten years—if you do not stop the retrograde movement before it gets good and speedy. You know how a locomotive belts down-grade. Slow at first, but gathering momentum with every revolution of the wheels. And it takes a skilled engineer at the throttle to prevent a smash. Put on the brakes, Dad, and investigate!

I could become a millionaire in two years by solving problems

like the one you mention. People were hardup during the winter of 1907-1908. And despite that, you say, your business showed a decided increase. You mean "because" of that. When people are too poor to buy meat they consume more bread. Then it was the winter season, and an empty stomach is not such a howling proposition in the good old summer time.

Honored sire! this is my reading of the situation. Johnson's Bakery is the best on the globe. The buyer who would land a cwt. of poor flour the second time in one year into your bins would be discharged. You're long on quality. Your facilities are bigger and better than any your ablest competitors can boast about. From the hygienic standpoint, your shops are justly famous the world over, and your entire organization works with the mathematical exactitude of a well-oiled and carefully adjusted clock. As I have hinted, it took a considerable man to build up Johnson's Bakery, and I believe you are just big enough to weigh suggestive criticism reasonably. I guess I'll throw in a few delicate symptoms of what's to follow before closing this letter.

When you are playing checkers to win, you play the game from both sides of the board. It is reasonable to believe that you are paying too much attention to your own business. Investigate the other fellows' methods. Be willing to learn. That's the only true evidence of real bigness. And don't forget that big men are licked to a standstill every day by damned small ones. Johnson's Bakery will forge ahead just as soon as its proprietor gets wise to what sort of a fight his competitors are putting up and how they are doing it. Are you beginning to see a great white light?

No, sir! I do not believe that your sales organization is weak. There's only one selling force on earth that can beat yours and that's the one maintained by the ——— Typewriter Company. And theirs only beats yours because it is backed up by aggressive, persistent and judicious advertising.

Yes, Dad, I know that there are some big concerns to-day who have never invested any known amount in advertising. But you can depend upon it that these same concerns will be compelled to advertise to-morrow, or tumble into insignificance during the next decade.

We have had successful conservatives in business, the professions and politics; but no real conservative can become truly great. The cards are stacked that way, and there's no use trying to ignore the fact. The liberal-conservative is the only lasting figure in the world of commerce. And he's an advertiser first, last and all the time.

Don't blur the triumphs of to-day by the achievements of yesterday. You have accomplished things—all you can accomplish as a business man, unless you recognize the potent influence of advertising. Dad, if you quit now, you don't deserve the credit of being my father!

I remain, respected sir,

Your dutiful son,

PAUL JOHNSON.



Your Production Should be Interesting

Charles Austin Bates, of New York City, says, "Advertising is, or should be, news."

Your production should convey definite information.

There are many events continually happening in and around any business which would be interesting to your trade, besides descriptions of the goods themselves.

History, autobiography and many other subjects, while important in certain connections, alone make very dry, uninteresting reading in an advertisement.

But advertisements that contain the elements of good news will be interesting.

Your Production Should Not be General

The advertising authorities say, "Never write a general advertisement."

Take one article and talk about that.

Everybody knows you sell other articles in the same class or of a similar nature. There are 365 days in the year, in each one of which you can talk about one particular article, or hammer home some telling point about your business.

If you like you might get up a "frame" for this particular item that you talk about, and in this frame you could have a few general important statements about your business and enumerate all the different things that you sell.

But change the copy for the centrepiece frequently.

The buyer must think your price is right before he is willing to pay it. The matter of price then is largely in the buyer's viewpoint. How many buyers can determine within 25 per cent. of the value of the article they are buying? Courage to name a price in a confident tone often fixes the buyer's estimate of value.

Value of a Trademark or Brand

Well Advertised, a Trademark or Brand Becomes
One of the Biggest Assets of Any Business—
Some Trademarks that Would be Hard to Buy.

WHEN the proverb-monger declared: "There's nothing in a name," he was evidently estimating the worth of a name as applied to mere mortals. It is not too much to assert that he was ignorant of twentieth century business and the principles governing it. Because the name of an article or product, in more than a few cases, is just as valuable as the product itself. A good trade name is more valuable to the manufacturer than great riches. Indeed, some trademarks could not be bought for many hundreds of thousands of dollars.

We have reproduced a few of Canada's well-known trademarks, or brands, and it goes without saying that their owners attach an immense importance to them. But, there's one thing sure and certain, that the buying public also attaches the utmost importance to these familiar brands or trademarks.



W.G. & R.



Tooke

"Pen-Angle" is a household word throughout Canada, and we simply cannot think of buying underwear without the familiar trademark looming large in our minds. The public is being educated up to the point where it accepts a brand or trademark as a guarantee of quality, and the maker who has perfected his product should certainly brand the goods in his own interests. Even the most ideal of our authors have more commercial sense than to publish anonymous books. Why should you try to market a product as perfect as you know how to make it without branding it?

Ask the man on the street, the man who would not readily admit that advertising influenced his opinions—even in the least degree; ask that man what kind of collars he would advise you to buy and it is more than likely he will reply: "Tooke," or "W. G. & R." There's no hesitation about his reply—no doubt, apparently, in his mind at all. He hon-

estly believes that "Tooke" and "W. G. & R." are the best brands in Canada; just why he cannot say, but he is confident that he knows.

There is no magic about how he arrives at that decision—nothing at all mysterious about the process of his thought. The goodness of the "Tooke" and "W. G. & R." products have been impressed on his mind day after day, month after month, year in and year out, and he simply knows that these brands stand for perfect products, just as he knows that the sun stands for heat and light.

Every man in Canada can tell you a whole lot about "Progress Brand" clothing, even although he never wore a suit of it in his life. The constant advertising of this concern—the constant impression of their brand on the public eye, has made it famous from coast to coast. More than that the brand is undoubtedly the most valued asset in the company's possession, because they know that the public accept it as a guarantee of style, fit, finish and quality in ready-to-wear clothing.

"The Sign of the Slate"—the famous Slater Shoe brand or trademark, is known from sea to sea. Everybody knows that this trademark means shoes as perfect as human ingenuity and good leather can make them. The only way to buy the Slater Shoe business would be to buy the trademark. The business, big as it is, would be thrown in.

It would be nearly impossible to attach too much value to our well-known trademarks. The ones we have shown, a few of the best in Canada, have conserved millions of dollars and saved hundreds of thousands.



The "devil" on the Leavenworth "Post" decided to quit the other day. Fred. Jameson, who runs the paper with Albert T. Reid, that same afternoon printed a want ad. in the "Post," reading: "Boy wanted at this office to-morrow morning, bright and early." Before daybreak the next morning Jameson became the father of a nine-pound boy. The "Post's" advertising solicitor insists now that the advertising rates should be increased at once.

To avoid criticism say nothing, do nothing, and be nothing.

Advertising a Big Newspaper

Same Principles which Govern Advertising of Merchandise Applied to the Promotion of a Publication—Interesting Article by W. J. Healy, Manager Promotion Department of The Montreal Star.

THE Montreal "Star" has a fully equipped promotion department that has been in active operation for the past five years. It was organized and is conducted upon exactly the same lines as the advertising department of a large mercantile concern, its object being to advertise the paper as an advertising medium. The department owes its origin to the strong faith of the advertising manager in the power of advertising, and its continued existence to the very substantial results that it has produced.

When you stop to think about it, why should not the same principles and conditions that govern the advertising of articles of merchandise apply with equal effectiveness to the advertising of a publication? In selling advertising space, the publication is dealing in a commodity having definite value, the demand for which depends largely upon the estimation in which it is held by prospective buyers. The fact that, in the past, advertising space has been regarded as a somewhat intangible commodity, the price for which was based upon more or less arbitrary considerations, has been largely the fault of the publications. The shrewd business man must be shown exactly what he is buying, otherwise his faith in the commodity rests upon a very unsteady foundation. Advertising space, the value of which depends in the main upon the "kind" of medium, and the "quantity, quality and location" of circulation, is a commodity that can be presented to the business man in such a manner that he will understand it, and understanding it will be able to judge intelligently of its value to him.

Herein lies the value of advertising promotion. The promotion manager studies his proposition until he is familiar with every conceivable phase of it; until he is absolute master of every possible argument in support of it. He prepares his advertising—or, more strictly speaking, his promotion—campaign with the same thoroughness, the same foresight, the same attention to the principles of advertising science, as is displayed by the advertising manager of the general advertisers. The campaign may consist of display advertisements in many different mediums, of booklets, circulars, follow-up matter, of the use of advertising novelties, and of other forms of pub-

licity. The only mediums used by the general advertisers that the promotion manager omits are those that are direct rivals of his publication, such as posters, street cars, etc., the use of which might be regarded as an admission of their superiority or equality. Even to this rule there are occasional, though rare, exceptions.

The planning of a promotion campaign and the preparation of the matter requires as much skill, as thorough a knowledge of the science of advertising, and a deeper knowledge of human nature, than the preparation of a campaign of general advertising. The campaign is directed upon men who are more or less experts in the advertising business, men who control the advertising expenditure of thousands of concerns, men who are capable of very thoroughly analyzing a proposition, and of quickly discovering any weak point. Therefore, the promotion manager must have a deeper knowledge of human nature, though not necessarily a broader one, than the advertising manager of a mercantile concern.

It is possible to determine very closely, in many cases, what the results of a promotion campaign have been. In other cases the results may be of a general character, and not easy to determine. In every case the results depend very closely upon the extent to which the promotion department and the soliciting staff co-operate with each other, each supplementing the other's efforts. Advertising promotion alone will not sell advertising space to any greater extent than advertising alone would sell typewriters, real estate or automobiles. But advertising promotion backed up by the efforts of an able staff of "space salesmen" will produce results exactly in proportion to the quality of the promotion work and the persistency with which it is conducted.



Your Production Should Enthuse

When you are just "bubbling over" with enthusiasm about your goods, when you feel you simply must write and pass the glad tidings along for others' benefit, your production is going to be a business bringer right from the jump!

To help get into this frame of mind, have the goods before you when writing. They furnish inspiration.

Let each statement have a reason in its tail like the stinger of a bee!

Make your bids for business persistent, definite and specific!
Enthuse!

And keep on enthusing!

That's the way to get business at long range.

Common Sense About Copy

Viewpoint of the People Addressed the Important
Thing—The Space Should Always Fit the Ad.—Most
Advertising Should be More Informing than It Is.

IT'S as easy for some admen to pump out rules and regulations about the production of copy as it is for "a cat to have twins." The authors of the variegated rules you see adorning the walls of some offices know more about the regard the public is supposed to have for proverbs than they know about advertising. It is just as well for us to realize that a proverb may either be concentrated wisdom or double-distilled foolishness.

"Be brief!" It is doubtful if that text has ever been the source of much good work. But it has been the cause of much unreadable advertising. When the public cannot even see what the late Mr. Darwin would have called rudimentary sense in an ad., we may generally conclude that the writer has been too brief. Solomon and Lord Bacon won everlasting fame by throwing much wisdom into pointed sentences. Many good ad-writers are hardly in their class.

Advertising should never be boiled down to fit the space. The space is for the ad.—not the ad. for the space. The craze for brevity has led many ad-writers and too many business men to observe a false standard of economy. They crush their story into a few square inches, when it might be much more profitably told in a dozen.

Brevity is always desirable. But, when sense is sacrificed for pointedness there's a better synonym for brevity than wisdom. Clear-seeing admen know perfectly well that the people know little about the intrinsic merits of many seemingly well-advertised products. And they know a whole lot less about the technicalities of business—the processes that make for perfection. When your proposition is good it pays to spread yourself a little. Do not sacrifice the sense and readability of your ad. for brevity's sake!

"That looks good to me." Business men and ad-writers alike hear some such statement applied to advertising pretty regularly. But you'll readily admit that all advertising should be judged from the viewpoint of the people whom it is meant to impress. My ideas as an ad-writer must be subservient, in a degree at least, to the subconscious conception the majority of my readers entertain regarding advertising. If my propo-

sition does not attract and hold their interest, however much the printed word might please me personally, it is faulty in construction and ineffective as advertising matter. "Will it look good to the general public?" is the question. Whether it pleases my friends or not is a matter of indifference to me.

How many people to-day are capable of appreciating all the beauty of one of Turner's landscapes? And we have been

Says Kaspar, (the brewmaster):



"**D**RINK a bottle of R-e-g-a-l Lager with your luncheon. Drink another bottle at dinner. Do that for a month.

"You will find you won't want so much meat at meals, and that you feel better every way for eating less meat.

"R-e-g-a-l Lager's special value is as an aid to good digestion, and as a beverage that pleases the palate and yet nourishes the body. It does do that.

"The rich nutrients of ripe barley are kept in this sparkling, light lager, brewed by modern methods for honest quality.

"Less alcohol in R-e-g-a-l Lager than in cider,—and cider doesn't nourish. R-e-g-a-l Lager does nourish. Try it and prove it."

Regal Lager

Bottled when brewed exclusively by
The Hamilton Brewing Assn. Limited
404

Another of the Regal Series—By J. J. Gibbons, Limited

educating the better classes of the community up to a realization of art and its beauties for centuries. You can depend upon it that much of our unproductive advertising looks mighty good to some advertising men. Until we have the general public

educated up to an appreciation of high art in advertising, it will be good commercial sense to leave it out.

The Regal beer ad. shown in the cut illustrates the point. It is from one of the ablest series that has ever appeared in the newspapers of Canada. There's just enough art here to attract the attention of the reader. The writer, with the inspiration of real genius, makes the important employes of the brewery tell what they know about Regal lager, and they know just exactly what the people want to know. The sooner we follow this example and tell the people just what they want to know in plain, convincing and readable English, the sooner will our ads. prove a good investment for the man who puts up the money.

The capable ad-writer is worth his weight in gold to any developing institution. He is not adaptable. On the contrary, he is just as fond of his own way of doing things as old Tom Carlyle ever was. He has about as little respect for advertising creeds as Napoleon had for the military science of his age. Some advertisers might brood over this point to their own advantage. The business of the live ad-writer is to read the public taste, as far as commercial literature is concerned. He may word your proposition in a way that does not appeal to you very forcibly; but his business is not to please you so much as to create a preference for your goods. It would be just as reasonable to alter your doctor's prescription as to try and improve the work of your adman.

The adaptable man makes a good clerk; but he is seldom famous as a business promoter. The man who can adapt himself to the preconceived notions of another man, regarding advertising, might make an ordinarily good parson; but he can never become a reliable business counsellor. If you would ever be a noticeable figure in the advertising arena learn all you can, acquire knowledge about everything and every class of buyers; but, above all things, be original, use your own grey matter.

Many salesmen are not salesmen. A manufacturer in the east who was known to have an immense field force, was once asked how many salesmen he employed? He promptly replied, "Three."

"What!" exclaimed the inquirer, "how is that?"

"Oh," replied the manufacturer, "I have a whole lot of order-takers, tourists, globe-trotters, sight-seers, etc. But when it comes to men who can originate business, keep it in line, and sell those goods in which there is the most profit, I have only three real salesmen in my collection!"

"Economic Advertising" Appreciated

N. S. GUNDY, The Galt Art Metal Co., Galt, Ont.

"Kindly place my name on your mailing list for a copy of your October issue, and if it is as good as the last issue, you may rely on my subscription following by return mail, whether it be one dollar for two years or two dollars for one year."

A. A. BRIGGS, Advertising Manager, The McClary Manufacturing Co., London

"Your first issue has been received and carefully read. I must extend to you praise for the commendable standard you have laid down. Making the magazine of a size that can easily be carried round in the pocket was a good move. The typographical end has also been studied. The subjects treated are varied sufficiently to make the whole publication interesting, and are not treated in the flippant way characteristic of some publications. Your magazine ought to succeed on its own basis, because in the Canadian field—ever extending—it is necessary that not only our own people, but national advertiser's across the line and in the Old Country should have a more accurate acquaintanceship with the plans and details necessary to make their advertising, in this country, a success. Here's hoping you will get a good and permanent reception."

C. McDIARMID, Advertising Manager, Ryrie Bros., Toronto

"The writer has read with considerable interest your valuable magazine, from cover to cover, and wishes to congratulate the editors upon their pronounced success. 'Economic Advertising' will, I believe, fill that 'long-felt want' for a publication of this nature, and is well worthy the support of every business man in the Dominion of Canada. Kindly send 'Economic Advertising' to the below address for two years, \$1 for which is enclosed. Wishing you every possible success in your new venture."

W. E. DANNER, General Manager, Henry K. Wampole & Co., Perth, Ont.

"So far as the writer can see, the publication will be of value to anyone doing business in Canada. We, therefore, enclose the card, filled out, and \$1, for which please send us the publication for two years, as stated."

GEO. H. TUDHOPE, Manager City Advertising, The T. Eaton Co., Toronto

"I have read, with considerable interest and some profit, the sample copy of 'Economic Advertising' you so kindly sent me. Just why some such advertising magazine has not heretofore discovered in Canada a profitable field, is something I have often wondered at. For your magazine I will say that I followed it from first page to last, and it held my interest all through. When you get nearer to the heart of Canadian business affairs, and in close touch with the men whom you desire to serve, I believe you will find all the support you hope for. Believe me, I wish you success."

A. A. BITTUES, Managing Director, Gillette Safety Razor Co., Montreal

"'Economic Advertising' received this morning—at first glance a valuable and interesting magazine. We always read several of the advertising magazines with avidity, and shall be pleased to keep this new medium in our files. Card is enclosed herewith. Please forward regularly."

K. S. FENWICK, Advertising Manager, The Paquet Co., Quebec

"Your bright little magazine has been received and read from cover to cover. Accept my heartiest congratulations on your idea, which is 'all to the good.' Friday is pay day, and you will get the first dollar bill that comes out of my envelope."

H. S. PORTER, Advertising Manager, Henry Birks & Sons, Montreal

"First copy looks good. Let us have a good, practical, CANADIAN advertising journal."

R. A. BAKER, Advertising Manager, "The Toronto Daily Star"

"I have received the sample copy of your magazine, and am much interested in it. I have not had time as yet to read it, but from the contents on the front page, and from a hasty glance through it, I must say that your magazine is going to fill a long-felt want."

GEO. E. SCROGGIE, Advertising Manager, The Mail Printing Co., Toronto

"Just received 'Economic Advertising.' It looks good to me and I wish you every success."

WOODS-NORRIS, LIMITED, Advertising Agency, Toronto

"Your magazine at first glance appears to us to be a very valuable publication, and we think there is a good opening for such a publication in this country."

R. F. PARKINSON, Advertising Manager, "The Journal," Ottawa:

"The writer has made a careful perusal of the initial number of 'Economic Advertising.' The various articles have been read with more than ordinary interest, and if future issues display as much aggressive and intelligent a spirit in behalf of placing advertising on a more systematic and business-like basis as the opening issue, then we are confident that the publication will fill a long-felt want."

Your Production Should be Appropriate

How to write your advertisements depends considerably upon who it is you want to sell.

You wouldn't talk, neither should you write, to business men the same way that you would to country folk.

Advertising that appeals to women in the home would not appeal to merchants.

You must consider the class that you are appealing to, to get into their atmosphere, and get their interest. It doesn't matter whether your advertisement proves interesting to anybody else or not.

Any business will grow under the combined influence of good management and good advertising.

Advertising done right is buying business—often future business.—Jeweler's Circular.

The Science of Advertising

Academic Essays on the Subject Only Serve to
Mystify Advertisers—Actual Experience, not The-
ory, Should be Placed Before the Manufacturer.

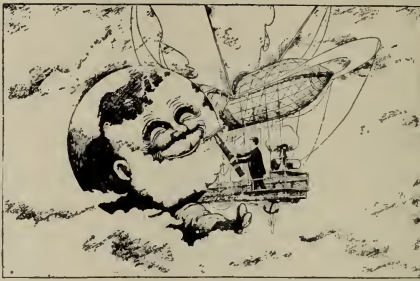
IN the opinion of Mr. French, the well-known editor of "Profitable Advertising," little, if any, advertising can be termed scientific. Generally speaking, Mr. French seems to think that nine-tenths of all advertising is purely and simply a gamble, a speculation. In his own words: "The advertising business is now transacted by actual experts and amateurs in the proportion of one to nine—nine who do not know their business to one who does. I am afraid I have made the proportion too favorable to the amateurs; I fear there is not an expert for every nine non-experts. By the term 'expert' is here meant a man who realizes what he is doing and why he is doing it, who is able to cite both theory and experience in support of his practice, and who is able to point to results to justify his practice and theory."

If we were to judge Mr. French's grasp of advertising by the article from which we have quoted, we would be doing him a grave injustice. In this article the editor of "Profitable Advertising" attempts to portray the relation of science to advertising and, while he writes cleverly, he fails to accomplish his self-imposed task. "Profitable Advertising" is supposed to be published in the interests of advertisers in particular, and the advertising business in general. We cannot help thinking that all articles which tend to mystify advertisers and discredit advertising on such a colossal scale should never be printed. Every advertiser who read Mr. French's wordy article understandingly was bound to approach any considerable investment in advertising with more doubts than ever before, because Mr. French tells us point blank that at least nine men out of every ten in the advertising business do not know anything particular about it. After making this statement, we would have expected Mr. French to brand the real bona-fide experts for the purpose of saving the advertisers of the continent from the maws of speculators and the like. But, he does nothing of the kind. He allows the business men of the continent to pick out the real experts, knowing that the chances are nine to one against them. He knows, knows absolutely, that at least nine-tenths of our advertisers are unconscious gamblers and speculators, and wanders

calmly through his maze without uttering one word that would be beneficial to the parties in whose interests "Profitable Advertising" is published. That's going some, as Mr. Munsey would say.

Towards the end of this wonderful article George absolves himself from the charge of egotism by telling us how he "grubbed out the skeletonized, incomplete, inadequate and generally un-

The Gillette Safety Razor



Shaves the World

Tourists, Travelers, Soldiers and Sailors have earned the "Gillette" around the world. Nearly three millions men have discarded the ordinary razor and adopted the "Gillette".

CONSUMER is delighted with a razor which shaves so well, and which is so simple and convenient to use. The Gillette Safety Razor is the only razor that has been so widely adopted by the world. It is the only razor that has been so widely adopted by the world. It is the only razor that has been so widely adopted by the world.

The world is divided into two parts. One part is the part that uses the Gillette Safety Razor. The other part is the part that does not. The Gillette Safety Razor is the only razor that has been so widely adopted by the world. It is the only razor that has been so widely adopted by the world.

The Gillette Safety Razor is the only razor that has been so widely adopted by the world. It is the only razor that has been so widely adopted by the world. It is the only razor that has been so widely adopted by the world. It is the only razor that has been so widely adopted by the world.

THE GILLETTE SAFETY RAZOR COMPANY OF CANADA, LIMITED
OFFICE AND FACTORY: MONTREAL

A Page Ad. Appearing in the Dailies—By A. McKim, Limited

satisfactory theory that is coming to be regarded with favor by the best advertisers of to-day."

That's modesty for you. This is how our friend evolved that theory—how you may evolve it.

"It is a question of grubbing; of tedious search, voluminous reading and alertness to scent a clue in this direction, coupled with a willingness to burn the midnight oil, and read a whole book to get one principle fixed in the mind.

"First of all it is necessary to appreciate that a good advertisement, or a good piece of printing, depends for its beauty, its strength, its pulling power, upon the very same principles that make a good painting, a good bas-relief, or a good piece of any

kind of art. The painter goes about the preparation of his canvass exactly as the advertiser or printer should go about the task of 'laying out' his work. This is composition in art; and it is composition that the advertiser must study. There are books upon this subject. They are not exactly suited to the needs of the advertiser. He will have to go through a lot of matter that will not specifically benefit him. But, on the other hand, he will find that which he needs—he will discover how to secure harmony, proportion, balance, etc. In other words, he will find out how to lay out his advertisement so that it will exert the maximum of attractive power; and that is what he desires and what he must get."

Mr. French still lives, and moves, and has his being, and edits "Profitable Advertising" in the interests of advertisers and publishers. The publishers of the Republic, in particular, might be forgiven if they made a serious effort to suppress that gentleman, as an article writer, in the interests of advertising in general. It would be obviously absurd to enter into an argument with Mr. French unless one were prepared to throw the English language at him in an academic, if not classical, style. There are a few subjects, of interest to mankind, which the editor of "Profitable Advertising" has not quite mastered yet. What he calls science is not science at all. His knowledge of advertising, as practised, is in keeping with his exact knowledge of the artist's methods. In brief, Mr. French has managed to tangle himself up as effectually in this four-page article as ever the ordinary fly did the trick in a spider's web. For the benefit of Canadian advertisers we may make the direct assertion that in this case, at least, Mr. French has not expressed himself very lucidly. However comprehensive a man's knowledge of advertising may be, he has no good reason to express the belief that nine-tenths of the men in the business are speculators and gamblers. We do not hesitate to assert that the average advertising agent or counsellor has a fairly exact knowledge of scientific advertising and governs his practice accordingly. We also believe that the advertising managers of reputable newspapers and periodicals can, and do, advise advertisers wisely and well. These men know, by actual experience, how to avoid speculation when it comes to making an investment in advertising, and to suppose that they deliberately mislead their clients or patrons is absurd. Moreover, it's a libel on the intelligence—the commercial sense of the business men of the continent to even hint that nine-tenths of all advertising is a gamble—a speculation.

Mr. French is just erudite enough to appreciate a classical quotation. An old English poet, unhonored and unknown in

our day, advises us to "Learn well to know how much need not be known."

Readers of "Profitable Advertising" will do well to take that advice to heart, and even Mr. French might ponder over it profitably. If we did not know that Mr. French had rendered yeoman service to the cause of advertising, the article we have discussed would not perplex us at all. But it is discouraging when one finds a man, who knows better, discrediting advertising in this wholesale fashion. If Mr. French's decisions are correct, then "Profitable Advertising" has woefully failed to accomplish its mission. But, in this instance at least, his general argument is no more worthy of serious consideration than the comments of an anarchist on good government.

The science of advertising is no more fallible than any other science extant. Dragging in the names of Tyndall, Huxley, Spencer, Kelvin and Edison, does not add to, or lessen, our knowledge of advertising. There is no ultimate and final knowledge. Nor has there been a single instance in the whole history of advertising, as far as we know, where the counsellor's predication have been more than approximately correct.

But because we cannot predicate the exact results of any advertising campaign we may plan and engineer, it does not follow that we are unscientific or that nine-tenths of all advertising is a gamble. Because we cannot altogether eliminate chance in any line of business, it would be utterly foolish to solemnly declare that all but a tenth of the business on the globe was speculative, pure and simple. Mr. French is too shrewd a reasoner, in his lucid hours, to father that kind of logic. The day is right here and now when the majority of advertisers admit that their business is a science—stumbling and imperfect it may be; but still a science. The better class of advertising men and counsellors can and do predicate, with a certain degree of exactness, the results of given investments in advertising. They are "able to cite both theory and experience in support of their practice," and "able to point to results to justify both practice and theory." The better class of counsellors—and by counsellors we mean the managers of reputable media as well as agents—predicate conservatively regarding results of an advertising investment.

When all this is true, one may be forgiven for asking Mr. French what conceivable good his erudite article could do the cause of advertising? Up till now we have failed to account for the extraordinary and harmful publication.

The sooner we abandon purely academic discussions, in

magazines purporting to be published in the interests of advertisers, the better it will be for all parties concerned.

Advertising, as practised, is something vastly more perfect than any theory could ever be. Despite the vaporings of savants, who never wrote an ad., or never sold an inch of space in all their lives, if any business can be termed scientific, advertising is that business. I have worked with, observed and analyzed practical advertising men and their methods in a dozen of the world's largest cities. They all aimed for the success goal, and their aptitude in eliminating chance would have surprised most of their critics. They planned and worked with almost the uncanny and inexorable method of machines, practically guaranteeing certain results to their clients, if they lived to see their campaigns through, and in nearly all cases their predications were conservative in the highest degree. Now, if that kind of work is not scientific, I do not know what scientific advertising is.

During recent years a number of writers on commercial subjects have juggled with words and phases for the purpose of betraying their learning and mystifying their readers. One man writes on "The Biology of Advertising" with all the ponderosity of Herbert Spencer, minus his logic. Another man, whom God and nature destined for a professor of knitting in a young ladies' seminary, issues a book on "The Psychology of Advertising." No wonder A. De Weese declares: "Practical experience in advertising will kick to death all the 'psychology' ever evolved from the most imaginative brain."

Business men have neither the time nor the inclination to assimilate the theories of the self-styled scientist. They are too busy "making good," rolling up a decent competency for their posterity and "doing things" for the benefit of mankind in general to pay any attention to the ravings of ultra-learned scribes. Too much of the stuff written about advertising is the product of "children crying in the night, and with no language but a cry."

The advertisers of the Dominion may rest assured that most of our advertising men have a good working knowledge of the principles of advertising. And a reliable working knowledge of our business is the only "Science of Advertising" there is, or will ever be.

T. J. S.

Salesmanship will add value to merchandise next year just as much as in the past. Advertising that deserves the name will always be what it always has been—organized salesmanship.

Advertising sense brings advertisers dollars.

Undertakers as Advertisers

BALTIMORE will be known henceforth and forever as the most Christian of all cities on the American continent.

Other cities are just heathenish enough to weep and wail over funerals. Baltimore rejoices with a joy unspeakable. Lo! the undertakers of this gay city believe with their whole heart and mind and soul that the beauties of the muckrake can be best portrayed in modern advertising. One gentleman, named Bill Cook, and surnamed "The Pioneer Provider," guarantees to plant any respectably dead Baltimorean for the small sum of \$75, and no extras. Bill can do that good and proper and make money on the contract quoted. He says so himself. This is how he modestly words that fact: "Wm. Cook, the honest pioneer, conducts more funerals in a single day than any two of the 'Combine' conduct in a whole week—and Cook has the collateral to prove it."

Another gentleman, named Turner, imagines he can turn over an honest penny at Cook's price, while the "Combine" replies in the stately language following "The Real Truth."

Baltimore's undertakers are not at all original in their advertisements. Five years ago a gentleman of the profession in Cripple Creek, Colorado, announced his ability in the following quaint language: "Don't cash in without advising the best man west of the Mississippi to have as your last friend. Bill Slade ships funerals F.O.B. for \$50. Families of good standing furnished with a corpse gratis. The use of my private necropolis one dollar and nineteen cents extra. O, grave, where is thy victory?"

Turner Says Stop!

Paying Extortionate Prices for First-Class Funerals—When You Are Depriving the Living for the Dead.

TURNER will Furnish a Funeral Complete In Every Detail for the One Price—\$75.

No Extras; No Extortions.

\$50—Shipping Funerals—\$50.

TURNER,

The Modern Undertaker.

Burial Parlors and Showrooms,
Broadway and Oliver Street

The Real Truth Is:

That if a tailor should say, "Give me your order for any pair of pantaloons worth \$50 in my stock and that will be the price of the whole suit of like quality I'll make you," you would feel perfectly sure he was a lunatic—or a bunco artist—or that he was running an eleemosynary institution, not a business.

As to a similar proposition in scare-head advertisements of funerals at a stated price—

Telephone the undertaker whose methods you like best. Whatever the price you wish to pay, he will serve you with absolute honesty and to your entire satisfaction.

"The Real Truth"

I am an undertaker, not a tailor. The real truth is I broke down the high prices of the funeral combine and inaugurated the complete high-class funeral for \$75. I don't waste advertising space talking about pants and coats. What I do tell you is that I furnish the best and most complete funeral in the world for the one price of \$75.00.

Shipping funerals, \$50. Fifty per cent saved on all first-class funerals. And there are positively no extras. A step in the right direction.

TURNER,

The Modern Undertaker.

BURIAL PARLOR AND
SHOWROOMS,

Broadway and Oliver St.

Bill Slade ships funerals F.O.B. for \$50. Families of good standing furnished with a corpse gratis. The use of my private necropolis one dollar and nineteen cents extra. O, grave, where is thy victory?"

Printing

There's a long story behind this theme. We might spin off several thousand words telling of our new building, new presses, new type-setting and casting machines, splendid new outfits in every department of our printery and bindery, and unexcelled, enlarged facilities. We might even tell a chapter or two about our department for originating, planning and doing striking advertising printed matter. But we won't. We'll simply tell you about it by phone or, if you wish, call and show you some things we have done.

Phone 6856 Main

Hunter-Rose Company

Limited

12-14 Sheppard Street
Toronto

Two Books that you'll like to own

How Department Stores are Carried On

By W. B. PHILLIPS

Cloth 50c. Postpaid

Sour Sonnets of a Sorehead and Other Songs of the Street

Written by Jas. P. Haverson

Pictured by Fergus Kyle

Printed by us

HALF BOUND, 50 CENTS POSTPAID

Hunter-Rose Company

Limited

12-14 Sheppard Street
TORONTO



Economic Advertising

will accept condensed advertisements at the rate of two cents per word for first insertion and one cent per word for each subsequent insertion.

Special Subscription

Two Years **Offer** One Dollar

ECONOMIC ADVERTISING will be mailed to any manufacturer, wholesaler, or retailer, or their representatives, in the Dominion of Canada, Newfoundland, or Great Britain, during the first week of every month until October, 1910, for One Dollar.

¶ **CONDITIONS:** Your name and address must reach us before the end of October, 1908, and a good Canadian dollar, Post Office Order, or your cheque, payable to *Economic Advertising*, will be acceptable at your convenience. After October positively no subscriber enrolled at less than One Dollar a year.

Reasons Why You Should Subscribe at Once.

¶ *Economic Advertising* is backed by ample capital and is here to stay.

¶ Advertising is, or should be, an important department of your business, and you desire to supervise it just as intelligently as any other department. The business of this publication is to keep you in touch with all happenings in the advertising world—to make all phases of publicity plain, clear and understandable and *to protect your interests*. You certainly should take advantage of our special offer.

Economic Advertising 43 Victoria St.
TORONTO

Letter and Copy Shop

The untenanted building is *a money loser*

The untilled farm yields *no crops*

The idle factory pays *no dividends*

The unread ad. creates *no demand for the goods*

A COMMERCIAL success demands two things — a product *as perfect as you know how to make it*, and advertising *just as good as your money will buy*. Both are as necessary as sunshine and rain. Stuff produced in “The Letter and Copy Shop” must come away up high as a good investment. If it isn’t that we won’t O.K. it and you don’t want it.

We do not accept work unless we can give it *personal* attention. We only do a little of this work, but we do that little well. Our copy *is* different. It *compels* attention. It is *plain, interesting and readable*. More than that, *your probables are bound to believe it*.

Yes, the reasonable way to make your advertising pay is to employ men *who know how* to plan and prepare it for you.

We Guarantee Results

Stewart & Tobin **Aberdeen Chambers**
TORONTO

If You Knew



THIS IS A SAMPLE
12 x 50 FT. BULLETIN
COSTS ADVERTISER,
EVERYTHING INCLUD-
ED, \$5 PER MONTH.

**what this sign is doing for the ad-
vertiser you would open your eyes**

We want to write you—you individually—a personal letter from the members of this firm. May we do it?

We want to put before you, in plain English, just what it would cost you and just what you would get for that cost in

Field Signs on the Railroads

We want you to know, as we know, the way an advertising dollar will stretch in Canada on this invaluable form of advertising, and the returns it will bring.

It will cost you nothing for this information, and you will find it mighty interesting. It will not put you under the least obligation.

We cover Canada with these beautifully painted, *convincing* signs—the public simply can't get away from them. Among the successful advertisers using them are the *American Tobacco Co.*, *Coca-Cola*, *Bovril*, *Quaker Oats*, *Shredded Wheat* and many others.

SPECIAL OFFER—On orders placed with us during the next 30 days we are ready to make special prices and terms. Write us for particulars.

Will you write us, NOW, for this letter? Tell us your plans, if you like, or not, just as you please. Anyway, don't complete your plans until you get this information. May we write you?

CONNOR-RUDDY CO. LIMITED Toronto

Economic Advertising

A MONTHLY
MAGAZINE
published in



the interests of
CANADIAN
ADVERTISERS

STEWART & TOBIN, PUBLISHERS, 43 VICTORIA ST., TORONTO

A Million Readers

ONE issue of The Montreal Star, Daily and Weekly combined, reaches over 200,000 subscribers. Allowing the usual five readers to every copy of the paper, the result is a grand aggregate of

ONE MILLION READERS

THESE two publications, the Montreal Daily and Weekly Star, represent the greatest single force for business promotion in Canada. Their great aggregation of readers includes all the better classes in every community in which the Star circulates: (1) The city of Montreal and the other cities and principal towns of Eastern Canada (covered by The Daily Star), and (2) Every rural and village community in the Dominion (covered by "The Family Herald and Weekly Star").

TO the advertiser who wants results nothing further need be said to point the moral.

The Montreal Star

Star Building, Montreal



Circulation *up to the Minute*

Q The development of Canada is wonderfully rapid. The field of operation for every manufacturer and wholesaler is extending accordingly. Each year hundreds of new retail stores are opened, and hundreds of others already established change hands.

Q We maintain seventy-one circulation men constantly visiting every city, town, village and cross-roads hamlet between the Atlantic and Pacific. By our system of covering the field, our men are at once informed of every new merchant and every change. It is their business to secure the new man as a subscriber to the paper dealing with his line of trade.

Q The circulation of our papers is always up to the minute, and that is worth a great deal to our advertisers.

The Dry Goods Review
Hardware & Metal

Canadian Machinery & Mfg. News
Bookseller & Stationer

The Canadian Grocer
Plumber & Steamfitter
The Power House
Printer & Publisher

Also Publishers of

The Busy Man's Magazine

The Financial Post

The MacLean Publishing Company

The Largest Commercial

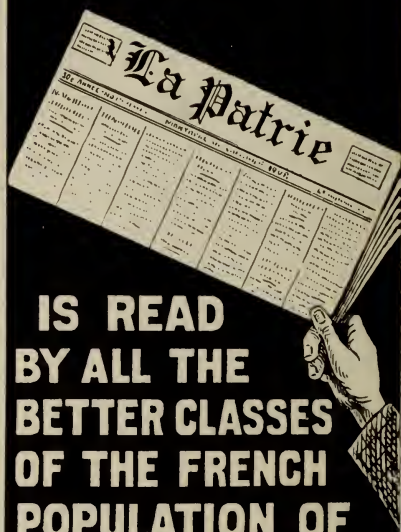
LIMITED

MONTREAL
WINNIPEG
NEW YORK

Publishing House
in the World

TORONTO
LONDON, ENG.
CHICAGO

**SIX DAYS
IN THE WEEK**



**IS READ
BY ALL THE
BETTER CLASSES
OF THE FRENCH
POPULATION OF
MONTREAL**

THINK IT OVER!

Economic Advertising

T. Johnson Stewart, Editor

T. J. Tobin, Business Manager

Vol. 1

Toronto, November, 1908

No. 3

Straight Talks

Effective Copy Essential

A SUBSCRIBER, who is one of our biggest and best national advertisers, asks us to define "effective copy." It is easier to ask a question of that nature than it is to answer it. We are reminded of the old Scotchman's reply to the query: "Is that good whiskey, Sandy?" "Guid whuskey!" ejaculated the indignant old Scot. "A' whuskey is guid; but some is better than aithers." We are almost inclined to make a similar answer to our subscriber regarding effective copy. But, we have no hesitation in saying that much copy appearing in our newspapers and periodicals falls short of the standards experts judge copy by. When the copy is weak, and by weak we mean indefinite, general and badly arranged, the pulling power of media in which it may appear cannot be justly appraised. Some time ago we defined good advertising matter as—"copy that will create the biggest kind of a demand for the goods in the shortest time at the lowest cost." Up till now we have had no good reason to change that definition. However, this definition, while it is as accurate and terse as we know how to make it, may fall short of telling our subscriber what he wants to know. Rules and regulations for the production of copy cannot be drawn up. Our next issue will contain an article on "How I Write my Ads.," by the Editor. It will be followed by a series on the same subject written by the highest salaried ad-writers in Canada. Our purpose will be to show the essentials of good copy, as practiced ad-writers see it, without formulating any definite creed. Our agencies, generally, are producing sales-making stuff, and Canadian advertising would be more profitable than it is if they were producing more of it. In this connection we might men-

tion the fact that the services of a rate-cutting agency are not worth considering. Good copy and successful advertising demands a high standard of efficiency, and we need hardly warn our readers that the rate-cutting agency does not come under that category.



Imagination in Business

If one could analyze the mind of the man to-day who will be at the head of the biggest manufacturing business, wholesale concern, dry goods establishment, or the greatest railroad in Canada in the year 1920, one would discover that imagination plays a greater role in the world of commerce than some men are apt to suppose. Before the late Timothy Eaton was a noticeable factor in the dry goods business of Canada, he pictured his immense stores and splendid organization almost as we see them in reality to-day. James J. Hill dreamed about the Great Northern, beheld it as one of the best equipped roads on the continent, while he was working as a laborer. Sir Thomas J. Lipton solemnly declared, when he was a poor, penniless youth, that he would be rich enough some day to cross the Atlantic in his own steam yacht. J. Pierpont Morgan is the greatest business promoter the world has ever known, simply because his wonderful imagination pictures bigger and better business organizations than any in existence. If imagination were not an essential in big enterprises, we would have had no C.P.R., no steel trust, no Munsey, Harmsworth, or Wm. Mackenzie. The source of all enterprises worth while lies in the imagination of man. Conservatism is an excellent business quality; but the conservatism that allows no play for the imaginative faculties has never yet accomplished much.



The Size of Newspapers

Lord Northcliffe (Harmsworth) says that the newspapers must either reduce their size or increase their price. He bases this on the fact that the spruce forests from which paper is made are fast disappearing before the voracity of the press, and paper will therefore cost more.

The Montreal "Witness" comments at some length on this matter. Following are several extracts: "Of the two modes of remedy suggested, probably as much can be done by way of reducing quantity as by way of increasing price. . . . In Montreal newspapers are sold at the lowest price that can be named, and that is largely absorbed by the cost of distribution,

and by the year dailies are given away at a quarter of the factory price of the paper and ink in them, to say nothing of their vast cost of production. . . . No one can read or begin to read most newspapers through daily, and hope to read anything else."

We thoroughly believe that the size of a great many newspapers could be considerably reduced, with benefit to all parties concerned—the publisher, the reader and the advertiser.

Filling "A Long-Felt Want"

"Economic Advertising" is earning a good solid standing with the publishers and advertisers of Canada. It is, to quote from many of the letters of appreciation which we have received, filling "a long-felt want."

The treasurer of the Johnson-Richardson Co., of Montreal, J. C. Walker, has a good word to say for the magazine. He writes: "Am just in receipt of Vol. 1, No. 2, of "Economic Advertising." It is what we have been looking for—a good "Canadian" advertising journal. I enclose with this a good Canadian dollar bill—at least it looks good to me. Will be glad to receive, as per your offer, "Economic Advertising" for two years. Better start the subscription with the September number, as I wish to start at the beginning. Wishing you every success,——"

Space forbids us reproducing any more letters in this issue. Those who have written us so encouragingly have our thanks, and may rest assured that we will endeavor to make "Economic Advertising" better as we go along.

This number we believe to be specially interesting. Among other features, there are articles from four well-known advertising men on live topics.

The Traveling Salesman and Advertising

Where advertising is concerned, there should be a no more appreciative mortal on earth than the traveling salesman. Generally he is warmly appreciative, but we occasionally run across one who is so out of sympathy with the progress of this enlightened age as not to recognize the great good that advertising has done for him personally, and for every other man following the same occupation. It has created immense demand that has simplified his task of selling the goods; it has, perhaps, created the very position that he occupies with his house; it has—but why pursue the matter any further? The facts are obvious to nearly everyone. The traveler should boost advertising all the time.

Should Be General Advertisers

The Business of Women's Ready-to-Wear Garment Manufacturers Has Increased 625% in Eight Years—
Time Has Come for Concentrating the Big and Growing Public Demand Upon Some Particular Brands

	1900	1908
Women's Factory Clothing - -	\$2,190,627	\$16,000,000

IN figuring out the lines of business in Canada that should be, but are not, generally advertised, I have been struck with the position of the women's ready to-wear clothing industry. The Dominion census report of 1906 shows that in 1900 the production of women's factory-made garments amounted to \$2,190,627, and that in 1905 it reached \$9,629,567. Figuring proportionately, and keeping in view our increased population, as well as the growth of public favor that is very apparent, we may safely say that the production for 1908 should be somewhere between \$15,000,000 and \$16,000,000.

This means, briefly, that during the time our population has grown seventeen per cent., the production of women's clothing has increased about six hundred and twenty-five per cent.

Of course advertising has played its part—and an important one—in the great progress of this industry, but, outside of the trade papers, it has been almost entirely of a retail character. The manufacturers—except in the case of one or two who conduct retail stores of their own—have never made any appeal to the consumer direct.

The time has come for some of the larger concerns to take advantage of the extensive market that has been built up, and is developing very rapidly, for ready-to-wear garments in general, to concentrate the demand of the consumer on their garments in particular.

Ask any dry goods merchant in Canada in what department of his business he looks for the greatest growth during the next five years, and it is nine hundred and ninety-nine chances to one that he'll tell you the women's garment department.

As in the case of men's factory clothing, with which I dealt last month, the women's clothing industry has had a pretty strong prejudice to overcome. It is not so long ago that no woman who prided herself on dressing modishly would think of even looking in the ready-to-wear department for a cloak, suit or waist. She invariably consulted her dressmaker—and paid a stiff price for what she got.

The manufacturer started the turn of the tide by throwing out old methods of designing and cutting, and introducing sys-

tems that have scientific study of feminine physique types as their foundation. He expended a lot of time, money and patience perfecting his product. He impressed the retailer with the immense possibilities of the ready-to-wear industry, and secured his co-operation.

Just here I want to point out one important difference at the outset in the positions of manufacturers of women's and men's clothing. The former had fully as much prejudice to contend with as the latter, but it was easier for him to over-



come it. He realized that if, through the dealer, the consumer's curiosity could be aroused by claims of thoroughly up-to-the-minute styles, perfect fit and exceptional values, she would be quick to investigate. Then it would be up to the garments themselves, and he was certain that they would make good. Women are inveterate shoppers; men do not "shop" at all. Price savings appeal at once to women; they do not make anything like the same impression on the ordinary man. He wants to know all the whys and wherefores, particularly if any radical change in his accustomed dress is entailed—and even then he doesn't always move very quickly. It paid the dry goods merchant to take hold and help the manufacturers of women's garments in every way possible, for his field was readily susceptible to cultivation. With the men's wear dealer it was different. In most cases custom tailoring formed a good part of his business and he could not afford to adopt a policy which might hurt his trade in that line, especially in view of the prejudice that

existed against the ready-made garment. Even had the dealer been free and willing to use his own advertising to assist the makers, the great amount of educational work necessary would still have forced the latter to enter upon extensive campaigns direct to the consumer.

Creating a demand among women is altogether a different proposition to accomplishing the same purpose where men are the consumers. This undoubtedly accounts, in a large degree, for the fact that manufacturers of women's garments did not join the ranks of general advertisers while their industry was in the early development stage.

The women's garment maker uses the trade press, and issues catalogues for distribution among the dealers. He also supplies the latter with cuts of his garments for use in their advertising. That's about the extent of his activity along the line of publicity at the present time.

Furnishing the dealers with exact illustrations of the garments they buy is a good idea so far as it goes. Many of them use the cuts with the manufacturer's brand attached. There are a great many others, however, who insist that the brand be left off. Naturally, it's their own interests they look to first, and they do not propose to build up a demand among their customers for a particular line or lines that they might possibly wish to discard at any time. This latter class of merchants comprises, mainly, the larger and more important ones.

Mr. ——— is a dry goods retailer conducting a store which caters to the better trade in a city of 15,000 population. He does a big business and feels pretty independent. His garment section is the most profitable single department that he has. No arguments are needed to convince him of the fact that it is increasing, and will increase, in importance every year. His stock represents the product of not one or two, but probably a dozen manufacturers. He has selected from their lines a range that he considers most suitable for his trade. Each maker supplies him with cuts for use in his advertising. Now he has furnished his customers with a splendid variety to choose from. The work of selecting these garments required a good deal of ability, and he figures that his store should get full credit for it. Therefore, he will not utilize the cuts unless the manufacturer is willing to furnish them free from any mark that would indicate in what factory the garments they illustrate originated. His stand is a very reasonable one when you come to consider it. He desires to educate his public to look for the best garments procurable, from all quarters, in his store, not for the product of any particular maker or makers.

Suppose every merchant in the country was willing to use in his ads. the cuts of manufacturers bearing their brands, and still we do not weaken perceptibly our argument that the time has come for the makers to appeal to the consumer direct. As I have said before, every merchant's stock represents the garments of at least several makers, and in his ads. he would be likely to give as much prominence to one as to the other. There could be no chance of the public attention being concentrated on any one line.

During the next ten years no branch of manufacture in Canada promises to expand with greater rapidity than the women's clothing industry. Even if we did not add another thousand to our population in that time the development would be very considerable. But we are adding many hundreds of thousands each year, and at the same time public confidence in the factory-made garment is growing stronger. Besides, a large part of our immigration is from the United States, where the people have been educated much more thoroughly to its merit than have the people of Canada.

Now, a wide demand has been built up, from ocean to ocean, for ready-to-wear clothing. Before long some enterprising manufacturer is going to turn a considerable portion of that demand in the direction of his goods. He'll have a public willing, in fact anxious, to listen to his story. He'll familiarize the women of Canada with his brand, convince them that it stands for the latest styles, perfect fit and good all-round value, and he'll send them to the retail store to ask for his garments. And it will cost less to standardize his product with our present six and a half than with ten millions of people, and once standardized the cost of maintaining its position year by year with the added millions of population will be small, comparatively.

How will he go about it? First of all by calling in an advertising agent to assist him in analyzing the whole situation. Very probably the agent after studying the details of his distribution, etc., will advise a small appropriation to start with, and that it be spent in a certain territory. Say Toronto is selected as the initial field. Perhaps this manufacturer's garments are not now handled by the large stores here, at least under his brand. Maybe they refuse to accord him the recognition that he desires. Then comes the question of whether or not he can afford to lose their trade and open a retail store of his own. Will he sell to only one dealer in a town? This and many other points would have to be decided. Their treatment would all depend upon the circumstances surrounding his particular business.

—Tobin.

Conducting a National Campaign

The Second of a Series of Articles on this Subject—A Clearer Appreciation of the Value of Trade Paper Space—The Pre-eminence of the Newspaper as an Advertising Medium in Canada

A WISE and experienced agent paraphrases the words of Thoreau by declaring: "Advertising campaigns are built to succeed, not to fail." Keep that thought constantly in mind and you will feel less and less like criticizing the plans submitted by your advertising counsellor. The agent is not infallible. But he has solved problems very similar to yours. He brings known advertising ability and the accumulated experience of years to bear on the marketing of your goods and, if you are looking for success in the shortest time at the lowest cost, we would advise you to secure his services.

In our last issue we dwelt on the fundamental essentials of a successful national campaign about a food product. These were—a product as perfect as you know how to make it, and the employment of an agent who has contracted the habit of making good. Both points are worthy of emphasis. Good advertising has created a big demand for imperfect products again and again, but the demand never lasts. Advertising a poor product is the best possible way of acquainting the buying public with its defects. To keep on advertising a poor product is the short road to commercial disaster. Able campaigns have been termed weak and unprofitable when the real source of weakness lays in the goods themselves. A mediocre campaign might succeed with a good product as the fundamental essential. A poor product will destroy the business-building powers of the best advertising campaign ever evolved by the mind of man. These reflections need not worry a big majority of our manufacturers, because nearly all Canadians believe in the perfection of the product. But, since your products are just as near perfect as you can make them, it is essential that your advertising should be of the same high standard.

Generally speaking, you know the law of the land. But, when you want specific legal knowledge, you consult your lawyer. Isn't it reasonable to believe that you should consult an agent, or advertising counsellor, when you want specific knowledge about advertising, and your advertising, if it is to be conducted profitably and economically, must contain exact and definite information about your goods, and reveal a specific

knowledge of human nature and the conditions governing distribution—specific knowledge which only an experienced advertising man possesses.

But we had reached the first definite step in the marketing of our food product in our last issue. We pointed out that the grocers of Canada should be first consulted, and then enthused with the proposition. Every grocer our manufacturer can count on as an enthusiastic ally in the marketing of his goods, serves to reduce the cost and increase the effectiveness of his advertising campaign. Therefore, it is the maker's business to secure the voluntary co-operation of as many grocers as possible right at the beginning. There are several methods of doing this; but the economic way is a fairly liberal use of trade paper space backed by the "direct appeal."

For some time we would advise a less liberal use of the "direct appeal." It is an excellent form of advertising; but it has been overworked for years. The grocers, like other dealers, have been swamped with it, and any advertising man who has made it his business to call on the grocers of the country knows it. It is utterly impossible for any agent, however experienced and judicious he may be, to conduct a food campaign to the best possible advantage, without consulting the grocers of the country. The well-manned agency does this; but there is room for more definite and systematic work in this direction. Before we would sanction any considerable expenditure, territorial or national, for the purpose of creating a demand for a food product, we would know the grocer's point of view exactly, what kind of selling helps would move the goods off his shelves in the shortest possible time, what sort of copy would benefit him most, the kind of newspaper advertising that would draw the people of his locality into his store, etc. Then we'd localize our copy, and start definite and effective newspaper advertising.

Just how far the agent should go in this direction—how far it would pay him to go—is problematical. But, it's a certainty that it would pay the manufacturer to put up the necessary expenses for this purpose. It would give the agent a specific knowledge of conditions, territorial and national, which he could not possibly secure in any other way. The only man we know of who has carried out this idea in a broad, comprehensive manner, is Mr. Woods, of the Semi-Ready Company. Before Mr. Woods writes a line of copy for a national campaign he visits every distributing centre, of any consequence, from coast to coast; he knows exactly why a certain brand of copy will sell his product in any particular territory, he has definite

knowledge of local conditions, and we all know that his advertising is peculiarly successful. Our big agencies very probably originated the idea. To a certain extent they carry it out. The manufacturer should see to it that his agent is provided with funds to do this very thoroughly.

Trade paper space might be used far more effectively and judiciously than it is in almost any national campaign. Some copy appearing in the trade press right now would kill the effectiveness of the best media on earth. Trade paper copy should be the ablest produced. It is too often nothing more nor less than bill board advertising, and poor stuff at that. The trade paper publisher is not altogether to blame for this state of affairs. The manufacturer, and sometimes the agent, sends in advertising matter to the trade press that is not fit to print. The abler of our agents do not err in this direction. But, broadly speaking, copy appearing in the trade press is weak and amateurish.

Personally, I think there are two distinct causes for this state of affairs. The trade press publisher has, up till now, placed too low a monetary value on his space, and some of us do not appreciate the power of the class publication. An educational trade journal, covering its field reasonably well, has certainly far more valuable space than one would readily suppose by glancing over its advertising pages. Besides, effective trade paper advertising is the only logical foundation of effective general, or newspaper advertising. This is simply returning to the statement that the voluntary co-operation of the dealer is essential to any successful national campaign. And space in a publication read by several thousand prominent dealers cannot be ignored, and should be judiciously used.

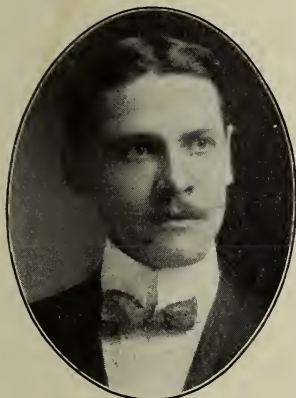
Newspaper and magazine advertising is the next and, by all odds, the most important part of our food manufacturer's campaign. But, important and imposing as it is, it must have a proper foundation. It must be built on the trade press advertising, the "direct appeal," and the intelligent co-operation of both the manufacturer's and jobber's salesmen. The roadmen should be able to talk all and every single piece of advertising intelligently. And they should be posted for that very purpose.

The newspaper is the pre-eminent advertising medium for a majority of our manufacturers who contemplate a national campaign. In picking out profitable media the agent's knowledge is invaluable. He does not guess. He knows positively. And this definite knowledge puts it up to his copy and the foundation of his campaign. If both are right, success is assured.

T. J. S.

The Mission of the Retail Ad.

It Seldom Actually Sells the Goods Whether Designed for Mail Order or Local Use—Its Mission is to Bring the Goods and Customer Together—By Kenneth S. Fenwick, Advertising Manager The Paquet Co., Quebec.



THE man who says advertising does not pay—because he tried it and ought to know—has a mistaken notion of the real mission of advertising. In the September number of "Economic Advertising," Mr. Stewart stated, in an article entitled "Copy that Sells Goods," that "copy that actually sells goods is not, and should not be, written for any but mail order advertisers." That is unquestionably true. It is also true that all mail order copy does not actually sell goods.

Let's illustrate. The Adman of a retail store, whose ads. are supposed to sell goods, sits down and writes up a special sale something like this:

Ladies' Stylish Walking Skirts
\$8.50 Value, Friday, \$6.49.

100 only—Walking Skirts, in the fashionable shades of brown, all wool, fancy tweed, newest markings for the present season, 12 gores, tucked over the hips, and falling in open pleats, trimmed with bias fold of self and dainty cloth-covered buttons, regular price \$8.50, on sale Friday\$6.49

A lady, reading the above description in the Thursday evening paper, pictures to herself just how the skirt would look on her. She figures out the amount of money she would have left out of her allowance if she should buy it. She thinks of the skirt hanging in her own wardrobe, and makes up her mind that she needs a new one in the worst way. Then she reads the description over again, carefully noting all the attractive features, and decides to go and have a LOOK at them. Mark you, she

doesn't decide to BUY—not at this stage of the game—she merely has had her curiosity, interest, desire and resolve awakened sufficiently to INVESTIGATE the value. That's quite a different proposition from having her mind firmly made up to BUY one of the particular skirts advertised.

When she arrives at the store next morning she doesn't open her purse, take out \$6.49, and force the money into the clerk's hand with a request to be given one of those advertised skirts—not much! She keeps her purse shut as tight as a steel trap, while the clerk shows her the skirts, and she compares the reality with the original mental picture conjured up by the ad. If the quality is all that she expected, and the markings are really attractive, then, and not till then, does she decide to ACT—that is, BUY. Did the ad. sell that skirt? Emphatically, NO!

The department manager who sent the details to the Adman had something to do with the sale, because he knew it was a good value and would stand investigation. The Adman had something to do with it, because he knew how to describe the skirt in such a way as to attract the customer. The clerk had the good fortune to make the sale, because she knew how to fan the spark of RESOLVE into a flame of DETERMINATION, having its consummation in ACTION.

But how about the mail order ad.—does it sell goods? The same copy that was used for the city customer might, in this case, be used in a distant town to attract mail order business. Would it induce a customer to part with her good money for something she couldn't see? No!—but it would induce her to write for your catalogue so that she might see the illustrations of other skirts—it would, possibly, tempt her to ask you to send the skirt c.o.d., or, if she sent the money in advance, it would be sent with the distinct understanding that she could get it back if the skirt should not come up to her expectations. Does the ad. sell the skirt to the mail order customer in this case? No; it is merely the instrument used to introduce a thought to the mind of the customer, and this thought starts a chain of thought that culminates in desire—that's all. It's the skirt that finally makes the sale, in the case of the mail order customer, and not the ad. The mission of every honest retail ad., whether inserted in the local or the foreign papers, is to bring the customer and the goods together.

Many merchants expect too much of their advertising. They expect it to take the place of competent help—wise buying—good values. It can only assist these three essentials in the race for success.

The Typography of Advertising

A Few Gleanings from the Wayside by a Traveler
on the Turnpike of Publicity—Good Copy Backed Up
by Good Typography—By Charles Edward Peabody.

AN ad. having the saving grace of an idea concealed in its verbiage had totally failed in its mission. And the man wondered why? He had given it much thought. He had even sought advice from an ad-writer. Together they had pruned off the superfluous, revamped the theme and built a consistent bit of publicity literature. Furthermore, it was carefully typewritten and thus handed to the printer—the magazine man and the newspaper publisher.

But it didn't look up to much in print—the force was gone—the points obscured—and in each spot it appeared, it seemed, like the chameleon, to take on a new aspect.

And he wondered why?

Glancing at the mass of advertisements in our public press, amongst the monotone of the ordinary, the fair, the poor and the bad—a few stand out and compel attention.

Again the question—why?

Inspection of the striking ones invariably shows that they alone have been properly expressed in type.

The value of a good type lay-out for all printed matter, whether it be a business card, booklet, or newspaper ad., is a thing not appreciated by the bulk of men doing business in Canada today. They will pay for space and literature. Sometimes they will pay for the services of an ad-writer. Seldom will they pay for having the pro-



Peabody & His Mark

duct of their brains, or the brains they have hired, laid out by a skilled typographer, so that what they put into this space or booklet will be typed so aptly as to catch the eye and fancy of that public they are striving to interest. This additional cost, which often means the success or failure of an ad., is but a small proportion of the whole price of a campaign. Yet it is almost always looked upon as an expense, pure and simple, and therefore something to be avoided.

These same men, if they were going to build a house, would retain the services of an architect, and not rely on the carpenter for their plans—if they were sick they'd hire a competent physician instead of trusting to the apothecary. But the success of an advertising campaign, which often means more to them than several houses, they are content to trust to the mercies of the workmen, whose business it is to turn out a certain amount of work in a given number of hours, and who too often have not the time, inclination, opportunity or ability to study and grasp the salient points of the proposition in hand. The men behind the guns in the Art Preservative are good soldiers—know how to handle their weapons, but need the guiding hand of the captain to know when and how to use them.

One difficulty in securing proper typedress for the advertiser is because not many printers and few publishing houses have on their staff a man whose business is the making of lay-outs. From false reasons of economy this condition exists. The exceptions to this rule are the successful advertising agencies, and some few publishing and printing offices.

It is an acknowledged fact that a good typographic display enhances the value of an ad. fifty per cent. It is the proper and finishing touch to a well-written ad., and by it a poorly written ad. has been made almost good.

From the economic viewpoint the advertiser cannot afford to issue his publicity without a carefully considered type plan, any more than he can sanction the selling of his products at cost or below.

Getting down to the purely technical side of the question these are a few of the things to be reckoned with in advertising typography.

The type selected should harmonize with and suggest the character of the business advertised. Heavy gothics do not suggest the graceful and artistic designs of jewellery, nor do the well-formed hair line Roman letters suggest heavy machinery or the foundry.

The name of the subject to be advertised, its selling points, and the name and address of the parties making the offer, are

the points to be emphasized. Any decorative border or display, that distracts the attention from these points instead of emphasizing them, is poor typography.

The merely pretty ad., perfect typographically, but without strength in the vital points, is as bad as one badly composed, for it merely looks good to the eye without conveying any message to the brain or creating any desire for the thing to be sold.

Badly drawn pictures, amateurish designs, and inharmonious decorative matter, do infinite harm, for they produce suspicion in the mind of the reader that the articles advertised are as lacking in quality as the announcement before them.

The last argument for the better typing of business literature, one that is hardest to refute, and should appeal to the money-sense of the practical business man, is the fact that all the big successes through advertising, the world over, are the ones who use the most care in the preparation of their publicity.



How Advertising Saves

"The Semi-Ready Company spend money in advertising—and they add the expenses to the cost of their clothes." This was the timid "knock" of a local clothier.

Semi-ready tailoring is well advertised. Mr. Alfred Wood, the vice-president of the company, says that they are the largest industrial advertisers in Canada, with possibly one exception.

"But our advertising and our selling system saves us money. We spend about \$50,000 in Canada alone, advertising each year a total product of \$1,000,000—an average of five per cent. Our advertising and exclusive agency system really saves us \$25,000. By advertising we talk to over a million people every day.

"Again, the ordinary tailor and clothier has to advertise locally when he buys cheap clothes. The total expense, if figured up on 100 stores like ours, would be over \$100,000. So that by good advertising we save to buyers of Semi-ready clothes a selling expense of \$125,000 on a product of \$10,000,000. That is, you get 12½ per cent. more real value, without considering the vastly better style and more enduring wear in our better fabrics."—Montreal Witness.



Your best salesman will lose some sales. Don't expect a man to be a successful hypnotist for ten or twelve dollars per.

Slipshod management begets slipshod help; and carelessness, even in the smallest details, is never unnoticed by the employe.

Another Sceptic Interviewed

Poor Copy is a Prolific Source of Scepticism—
A Manufacturer Who Can Successfully Con-
duct His Own Advertising is a Rarity—Inti-
mate Knowledge of a Product is Not Sufficient.

SOME men are naturally sceptical about all sorts and conditions of advertising, and some have scepticism thrust upon them. The gentleman we interviewed for the groundwork of this article is a born sceptic, and he has persevered in the development of his natural talent. After talking an hour with him, I was forcibly reminded of a story I once heard about an American Senator. It was said of this U.S. congressman:

"Senator X is the most eminent statesman who ever occupied a seat in the United States Senate."

"How do you prove that?" asked the man to whom this was said.

"I don't have to prove it," was the reply. "He admits it."

Our friend frankly admits that he is sceptical regarding the value of advertising to business men in general, and paint and varnish manufacturers in particular. And with something akin to boyish frankness he submits his reasons for the analysis of any critic who happens along. It does not matter how much you know about advertising, as applied to the paint and varnish industry—it does not matter what experience you may cite, or point to, he knows, *he knows* that you are positively and deplorably wrong.

Mr. B—— is the representative of a class of business men, a class which should have received more attention long since. His reasons, when it comes to advertising, are not reasons at all. And yet, how many men in the world of commerce with silent eloquence endorse his views? The good Lord and the patient, tireless solicitor alone know.

I am beginning to think that the advertising solicitor is a man after Job's own heart. In the stately language of the old book the able solicitor is "long suffering and slow to wrath." Future generations will not seek out the tombs of the warlike dead. A thousand years after this men will make pilgrimages to the sepulchres of the advertising solicitors of our age. (Publishers and agents please note.)

I am quite positive that Mr. B——'s business requires a good, stiff tonic of concentrated advertising. I surmised as much before calling on him. After listening to him for ten

minutes, I was convinced that my surmise was wondrously correct.

Do not suppose for a moment that our friend does not know the paint and varnish business. His knowledge of that industry is comprehensive and accurate. While he talked paint, varnish, lacquers, wood stains, et cetera, he was at once interesting and instructive. There is no rambling, no varying from exact knowledge, no inaccuracy about Mr. B——'s talks on paint, or any article he manufactures. Could he translate his definite knowledge of his industry and the various processes which make for the perfection of the product into readable and convincing advertising matter he would go far towards cornering the domestic market in a few years. But that is just something that Mr. B—— cannot do. A few years ago I pointed out his limitations in this direction. But, what little advertising he does do he produces himself. Because he knows his subject thoroughly, he believes that he can write better advertising than any ad-writer on earth. He says so himself. And, well you can gather why Mr. B—— does not believe in advertising, as applied to his business.

Some of my readers may imagine that I have been unduly severe with our friend. I know my man. I know that he will enjoy this article, however unconvincing it may be. And I am going to state exactly why Mr. B——, and some other business men of my acquaintance, do not believe in advertising.

I've traveled all over the British Empire and the United States for the definite purpose of finding out all I could about advertising. Here and there one will find a business man who has made a success of his own advertising—a man who is conducting his own advertising successfully. But they are few and far between. It would be as reasonable to suppose that Mr. Edison was a good publicity man as to suppose that brainy business men were advertising specialists. A majority of successful business men realize the potent influence of advertising and 99% of them willingly admit that they do not know anything about an advertising campaign, always barring what results tell them.

Observation and experience compel me to believe that a majority of successful merchants and manufacturers cannot act as their own advertising managers either economically or profitably. Most willingly admit the accuracy of that statement. Those who do not, have a twisted conception of what good copy actually is.

The diligence, the forethought, the definite knowledge that the manufacturer must bring to bear on his business practically

eliminates all chances of his graduating as an expert advertising man. The man who determines to make better paints and varnishes than his competitors, must toil long with his chemical experts—so long and arduously that he becomes wedded to the very processes which make his product famous. His knowledge must be translated into plain, readable, convincing copy by a man who has his finger on the pulse of the advertising world all the time.

The late Lord Kelvin very often mystified his students. Knowledge he had of the higher mathematics and natural philosophy in abundance; but his unknown nephew was a better teacher. Kelvin's intimate knowledge of his subject blunted his faculty of perceiving the capabilities of his scholars. A proposition that was plain, clear and indisputable to the great scientist was often entirely beyond the comprehension of his students.

The same is true, in a lesser degree, of the manufacturer who writes his own copy, conducts his own advertising. Facts that are plain and clear to him are often so much Greek to the ad-reading public.

Some of our manufacturers, who are inclined to doubt the effectiveness of advertising, after writing their own copy and trying it on the public, will alter their views just as soon as they employ an agent whose business demands a first-class knowledge of the kind of copy the public will read. Because the agent must have that knowledge in a greater or less degree, or—abandon business.

Poor copy is the source of much scepticism regarding advertising. And some manufacturers produce too much ineffective advertising. Try a man who knows, before posing as a sceptic.



The largest structure must be made of smaller parts. The largest plan of advertising must be completed from announcements which, while small themselves, create the publicity contemplated in the beginning. The advertising that fails usually is found among people who advertise without any definite design in view. It is here where the services of the advertising agent become of value—making each dollar count is what he must do if he desires to keep his customers.—Printer's Ink.

The man who is ashamed to work with his hands will never do any valuable work with his brains.

It will pay any man, no matter how big his store, to see as many customers personally as his time will allow. People like to do business with the head of the concern.

The Position of the Daily Paper

In the Canadian Advertising Field—The General Argument of the Dailies as Presented by W. J. Healy of The Montreal Star.

ONE of the most persistent traits of human nature is the desire to know "the news." There is scarcely one man or woman in a hundred who does not possess this trait in a greater or less degree, and who is not anxious to satisfy the desire.

It is to this condition of affairs that the daily paper owes its position in the modern community. Formerly, the editorial feature of the newspaper predominated, and the news sections were more or less incidental. To-day, the main purpose of the daily paper is to furnish the news, first and foremost, in the most complete and readable form, and to the general public its editorial section is of quite secondary importance.

The modern daily is the medium by which the great masses of the public keep informed of the doings of the world about them. As such, it has become more of a necessity to the community at large than anything else outside the bare necessities of life. It goes into the home, the office, the factory, the shop, on the cars, on the trains—in fact, to every place where human beings are to be found.

The position of the daily paper in Canada differs from its position elsewhere, in one or two important respects. In Great Britain and the United States, the daily press, with all its influence and prestige, has a strong rival in the periodical press. The monthly magazines and the best weeklies have reached a high point of development, and their very large circulation places them in a strong position of rivalry with the daily paper.



W. J. Healy

A national advertiser in England or the United States divides his advertising between the daily papers and the periodicals of large circulation. He finds it profitable to use both, to a greater or less extent, depending upon the classes he wishes to reach. But he is quite well aware that a large part of the circulation that he secures in one class of medium is duplicated by the circulation of the other.

The advertiser who wishes to cover Canada, nationally, is not obliged to divide his appropriation, in order to thoroughly work his field. He reaches everybody whose trade is worth having, in the cities and larger towns, through one medium—the daily paper. It affords him the quickest, the most effective, and the most economical means of placing his product before the public and of securing their trade. For introducing a new article, or increasing the demand for an old one, there is nothing so effective as a campaign conducted through the newspapers of the locality where the article is on sale. The advertiser can reach the entire buying public of the Canadian cities through the daily newspapers, and his returns are much quicker and more certain than if he were obliged to use two classes of mediums, each duplicating a large part of the other's circulation.

It is quite true that many large advertisers who wish to cover the cities and larger towns, use some of the Canadian weekly and monthly publications, notwithstanding their limited circulation. But they do this, in the great majority of cases, not as a part of their main effort, but as a means of supplementing their advertising in the daily paper.

It remains to be seen whether or not, in the future, Canada will produce magazines or other publications, which, in point of circulation, will cover the cities and large towns of the Dominion in the way that the "Ladies' Home Journal," "Saturday Evening Post," "Munsey's," and other American publications cover the United States. Until some change such as this takes place, the daily paper must continue to occupy its position of supremacy in the Canadian advertising field.

No engagement is so unimportant as not to be worth punctuality. Be on hand when you agree to be and you can demand punctuality in others.

No arrogant man shall pass through the portals of Mercantile Success. He who is an arrogant employer shall have servile employes. What a prize combination for repelling trade!

How to Advertise Furnaces

The Copy Used by the Dealer Should Be, Primarily, Installation Talk—Manufacturers' Advertising Cannot Cover This Point—A Timely Article by A. A. Briggs, Advertising Manager McClary Mfg. Co., London.

RETAIL furnace advertising is by peculiar individuality entitled to treatment particularly its own. For this reason, and through lack of its observance, signal incongruities occasionally appear in newspapers, and opportunities for successfully exploiting this peculiar individuality mostly pass ungrasped.

Retail furnace advertising is entitled to particular treatment for the special reason that while a prospective customer may be shown a furnace set up, the furnace itself is never sold that way: therefore, it cannot be sold on a set price. The price is governed altogether by the degree of workmanship specified when the contract is let, and the additional consideration of whether cash or instalments is to govern the sale.



All
Ready.
For
Business



Just received our first car load of furnaces and have a large Stock of Furnace Pipe all made up waiting for your order.

Drop us a line or call us over either phone

L. C. Noland

605 Story St.

The Old Way

From these particulars it will be seen that hard and fast conditions attach themselves to furnace retailing, which shift the final onus of responsibility from the manufacturer to the dealer—to the latter the buyer must look for thoroughness in installation, or, in plain words, a successful job.

This being the case, retail furnace advertising is, obviously, nothing if not primarily installation talk. Learning from their friends that a good furnace may be badly in-

stalled and vice versa, as they generally do, people are going to be canny in signing any specifications which do not guarantee in black and white the all-important matter of setting up. Therefore, in reading furnace advertisements in general, men are going to be influenced by three things: what the manufacturer has to say about the construction of his furnace, what the dealer has to say about the installation of a furnace, and what conclusions, after perusing both types of ads., they themselves can

arrive at regarding the merits of furnaces in comparison with other forms of heating apparatus.

In such media as booklets, magazines and newspapers, the people have had plenty of furnace manufacturers' advertising, and much of this has been of a controversial character, but little of the real article from dealers has as yet greeted the eye. As installation is a phase of the situation which manufacturers cannot appropriately touch on unless they sell direct to the consumer, the retailer's negligence, both practised and pronounced in this regard, has led to many unsatisfactory furnace sales and many lost sales. True, some of the more enterprising furnace men have for years been using the electrotypes supplied them, and have run advertisements in their local papers or in a monthly circular. Some of these could be labelled "well written," and some of them possess, in addition, the merit of being pointed and clear. Suavity is there also, and type display and rule effects; but the number of these advertisements that can be styled correct interpretations of their function are extremely limited. This has possibly been due, on the one hand, to the fact that the furnace man is usually "a Jack of all trades"—his business may have such diverse ramifications as hardware, stoves and tinsmithing—and the furnace trade is confined to the building season; hence, interest is no sooner revived than with diurnal regularity it dies out.

In addition, the reason for so much inappropriate retail furnace advertising can probably be traced to this source; the furnace man generally acts as agent for more than one manufacturer; consequently, he does not make a business of talking up sales for a particular make of furnace. He most likely sends the different manufacturers a list of prospects and prepares to handle any trade they may send his way as a result of following up these prospects.

With the opposition that of late years has sprung up, in the form of hot-water apparatus advertising, furnace manufacturers have found it necessary to get on the armor of combat and commence the work of rebuttal. So must the retailers. Because here alone is a phase of the case where maker and retailer stand on the same ground—the former must enforce the furnace talk nationally, the latter re-enforce it locally.

Furnace talks appeal to men rather than to women. The whole business is hard-headed and in no way lends itself to pretty words, fancy pictures, or "won't-you-try-it" appeals. Like the life insurance prospect, the furnace prospect is very often pestered with letters of a stereotyped character, until he doesn't know whether to blindfold himself and pick out a winner or to hie himself off to a warmer climate. Therefore, any retailers'

Heating should be chosen for the

THE QUAKER FURNACE



132 of these furnaces now installed in this city, all giving satisfaction. Car of 30 large furnaces to heat six to twelve rooms now on sale. I will send you a circular or tell you why you should buy a "Quaker." The cleanest Hot Air Furnace and the most durable on the market. Call or phone to

W. C. TESCHNER,

1328 N. Fourth St.

Both Phones: Old 228 W. New 821 X.

Shop 315 Locust St.

THE PREVALENT ADVERTISEMENT.

advertising that intentionally goes direct to the woman of the house, or that is even unintentionally nauseating to the man of the house, is alike as unsuitable as such tactics if pursued by the manufacturer. What the retailer must do, in order to make his advertising successful is, first of all, adapt himself to the season governing furnace sales. Building plans generally originate in March and continue to July, and between these months ninety per cent. of all furnaces are said to be sold. When the man who intends building is thinking matters over, or discussing them with his contractor or architect, is the time for the retailer to reach him with his furnace installation arguments.

The best way for the retailer to reach these builders is through his local press. Why? Because men read newspapers. He should tell just two things: Why hot-air heating should be chosen for the home and why he (a particular retailer) should be chosen to install it.

The dealer, then, must convince the prospect that a furnace is the most economical, safe and comfortable form of heating apparatus obtainable because the opposition, being an opposition against the whole heated-air system, is much more harmful to the dealer than opposition limited to the merits of this particular furnace or that particular furnace, of vital interest only to the furnace manufacturer.

What furnace arguments are most likely to impress the furnace prospect with their sterling worth without boring him with their selfishness? These; because they are now considered well-nigh indisputable: 1. A furnace can be quickly installed. 2. Heat is radiated as soon as fire is started. No water pipes to burst when fire is out or mismanaged. 4. Walls can be papered or woodwork painted without interference of radiators. 5. Pure air admitted to house through cold-air pipes. 6. Fuel bill is kept low by evenness of air circulation.

Having made use of these arguments let the retailer pass on to those important details apropos of setting up. Let him prove that he understands chimney construction and proper and improper draughts. If he proposes to set the furnace on a bed of cement let him point out that the advantages accruing from this process is perfect tightness of all the parts. If the dealer advo-

cates bolted rather than fused joints, let him show that the advantages of the former are continuous resistance against inroads of gas.

Before leaving this phase of the situation the dealer should lay great stress on the necessity, as well as suitability, of perfect installation at the commencement, and the expense and trouble and dissatisfaction that will follow in the wake of a "scimp" job. He can assert, without fear of refutation, that a furnace purchase and installation, if made correctly in the first place, will probably only have to be made once in a housekeeping lifetime. Again, that if the retailer is forced to hurry the job—in order to make a profit—the owner will be wholly the direct loser, the retailer partially the semi-direct loser, and the manufacturer

partially the indirect loser; the owner's family will be liable to dangers resulting from the improper disposition of gas, grates will wear out prematurely, fire-pot crack and other parts become loose and defective. And as soon as such things begin to happen to the furnace, just then it will become difficult to heat more than one room at one time, and difficult to keep heat from escaping into the cellar. Obviously, when this stage has been reached, more coal will be consumed than results will show for. When furnace parts lose that compactness that makes for a quick response to direct draughts more shaking is necessary also, and raising check damper has often to be postponed indefinitely. This means that while "puffing" gas is being averted, as high as forty per cent. of the heat-power is passing up the chimney intermixed with gas. Can a prospect ponder on these facts without being impressed they are facts?

Select a First-class Furnace

THEN

Have a First-class Installation

You intend building a new home or overhauling your old home and the heating question confronts you.

When the profitableness of the investment and the comfortableness accruing from it are main considerations, you will decide you must have a hot-air furnace.

Now, we are specialists in installing furnaces. We size-up the layout of your house or advise you what the layout should be.

Our work is done quickly, cleanly and satisfactorily.

The cost of putting in a furnace will be governed by the specifications and our guarantee will appear thereon.

E. & H. ROBERTS

Furnace Men Cahoon Street

Effective Argument

It is not, of course, expected that the dealer will incorporate in each advertisement all the points enumerated above, but having

had, as the first thought in his announcement—reliable installation work—and having thoroughly covered the appropriate ground in a number of advertisements, the dealer can feel that he has done much for the cause of good workmanship, and that by spreading this propaganda and living up to its sales, are bound to react in his favor. In the arena of purchases there is no news so widely quoted and so ruthlessly exaggerated as furnace news; consequently, every furnace sale, from a publicity standpoint, is either its own best friend or its own worst enemy.

Last of all, the retailer should dilate on his ability to do the work expeditiously, and with cleanliness and minimum disturbance. Then as a grand finale, following the dealer's promise of reliable service, should come, in bold type, the prospect's assurance of reliable service—reference to the guarantee back of all, appearing in the specifications: no satisfaction, no pay.



One of the World's Greatest Advertisers

Thomas J. Barrett, chairman and managing director of A. and F. Pears, Limited, manufacturers of Pears soap, is a man who has looked after the expenditure of nearly three millions sterling in advertising. Here are some of the things which he told an interviewer recently:

"There is one all-important point that an advertiser has, or ought, to settle with himself and his own conscience before he begins to advertise at all: Is the article he wants to advertise worthy of having its praises sung and its name flourished far and wide?"

"Just captivate the public with it. When the public are captivated they are captured—that is, if the article is all right."

"There is much reckless advertising and much decidedly inartistic advertising nowadays."

"In advertising you have to try for 'bull's-eyes' every time. You have to be making your mark year in and year out, and advertising the marks as they are made."

"If you blow the trumpet too hard you make discord, and people turn away; whereas, if you blow skilfully and gracefully, they listen."

"In the large methods of advertising we have adopted, the formulation of a new campaign means as much expenditure of thought as is devoted to the production of a new opera or play, and often costs far more to carry out."

"The more successful your advertising is, the cheaper is your production, the increased demand putting it into your power to effect economies that to the small producer would be impossible."

The Letters of a Young Man To His Dad

LETTER NUMBER TWO

Subject—"Some articles earn the public's patronage; some seek to secure it by deception—and some have patronage thrust upon them; but a business that loses ground is never well advertised."

—Shakespeare and Presbrey in "*As You Like It*."

DEAR DAD,—
You have stated your position excellently. Judging the whole matter from your viewpoint, I can heartily commend the logic and solidarity of your arguments in the main. Your most unscrupulous competitor believes that your goods have actually earned the public's patronage. There has been no deception about your business—no magic about its growth at all. But, sir, when a business continues to lose ground, as is the case with yours, it is reasonable to conclude that there is something wrong somewhere. Let's calmly analyze the situation.

Your market is developing. You have bettered your facilities and your product. Every article you produce to-day is nearer perfection than ever before. All classes of your employes are more skilled and efficient than they were even a few years ago. Wages have increased. The price of your raw material has just decreased enough to offset the wage increase. Conditions, governing the manufacturing of your various lines, are the standard from a hygienic standpoint. But, your business IS going back—gross returns ARE moving in the wrong direction from the high-water mark, and your whole enterprise, colossal as it is, is decreasing in value, however much we try to disguise the fact.

Honored sir, I respect that conservatism, which you value so highly, just as much as any man can, and I feel like apologizing for attacking it. But you cannot wonder at my attitude, since I believe that this same quality is going to crimp my income to the tune of millions annually. Thirty years ago or more, this conservatism you uphold so eloquently was pure, unadulterated liberalism. Your rivals judged your methods as radical and disconcerting. That liberalism brought you comfort, affluence and finally unwieldy wealth, and, Dad, it is that very quality you now laud as conservatism. Your methods, once radically liberal compared with the business methods of

your competitors, are now conservative. The commercial genius of an age is never concentrated in any one man. Competitors, bold and daring, have sprung into existence. Call them radical and unscrupulous if you will, you must admit that their methods are slowly but surely making serious inroads into your trade. While Johnson's bakery and biscuit business is not even maintaining a balance, the other fellows in the same industry are forging ahead.

Your nearest competitor is still far behind you, you say. Permit me to remind you, sir, that that kind of logic did not make the Johnson family famous. It is enough to make the late Doctor Sam turn in his grave. A business which does not increase in ratio to its size and the developing market is steadily going back. Even if your business were increasing a few thousand pounds annually, you'd still be losing ground. That's merely the progressive way of stating a concrete fact.

You have tried advertising and demonstrated to your own satisfaction that it is not applicable to your business. Just think over that statement for a few moments and let it soak in. Its significance is appalling to say the least. Put it on a phonographic record—take the machine into the library and—turn on the music. Keep it up. Now I ask you, as a conscientious, level-headed man of affairs, doesn't it sound phoney? That's a bad pun, but we'll let it go. Keep it up long enough and you will agree with me that the statement is absurd. One single shot makes no perceptible dent on the intelligent British public. Six months' advertising might possibly make an impression—if it were the second or third six months; but never the first.

Some time ago you flung considerable money into a coal mine up on your estate in Scotland. If you had called a halt after sinking the shaft and installing the machinery, how much respect do you suppose would the ordinarily shrewd man have had for your commercial sense? You sunk a shaft in the advertising world—installed the machinery and then abandoned your gold mine. The other fellow came along, examined the mine, took advantage of your expenditure and labor and, flinging in a little more currency, landed the goods. That's exactly what happened. When you state that advertising is not applicable to your business, I make the courteous retort that you do not know.

Dad, rich as you are, you can NOT afford to be that sort of a philanthropist. It isn't a question of money at all. It's a matter of success. I want you to be successful right to the end of the chapter. You're not the only man who has misread the power of advertising. There are men over here, as shrewd

and far-seeing as any ever born, who expect too much from a few months' advertising. They think that an advertising agent is a magical being—a man who can corner the market with a few flourishes of his pen; but they are gradually waking up. Remember what you said to your mining engineer: "Now that we've sunk the shaft and got the machinery on the ground, we might as well begin and dig for coal."

Go back to that agency and tell them you want business, not promises. But—give them a fair show. Keep on advertising. Johnson's business should grow some yet.

I remain, respected sir,

Your dutiful son,

PAUL JOHNSON.

Some Newsy Notes

Last fall A. A. Briggs, advertising manager of The McClary Mfg. Co., London, inaugurated a campaign against the steel range pedlars. Letters were sent to every newspaper in Canada, and they ran editorial comment regarding this class of business. It was pointed out to the public that in patronizing pedlars they paid a high price for an inferior article. A booklet was furnished the dealers for distribution among their customers, entitled "Why it Pays to Buy a Canadian-made Steel Range from Your Dealer." The campaign was thoroughly effective.

"Hot Shots from Gunn," is the title of a little monthly house organ issued by Canada-West, of Winnipeg. Walter Gunn is the advertising manager of this magazine and his "hot shots" make good reading. He writes us that their mission is to "bring a little sunshine and incidentally boost Canada-West." He adds: "Handling the business end of any publication necessarily constitutes a problem demanding constant solution of its different phases, but there is no reason why broad smiles and kindest felicitations should not enter into the work." This is the only journalistic house organ at present issued in Canada.

"The Catholic Record" of London has sent in a copy of its "circulation reference book." In it is set down exactly where the paper's subscribers are located. The idea is a splendid one.

Henry Birks & Sons, of Montreal, have sent in samples of the slips which they use for enclosure in their mail order correspondence. The slips themselves are of good quality, colored

Some Current Advertising

A Few Comments on Ads. That Have Been Seen During the Past Month—Contest Advertising Not Applicable to All Commodities.

OCTOBER did not bring much new business to the newspapers and other periodicals. The sparsity of advertising, during the last month, does not necessarily lead to the conclusion that advertisers are not spending money. They have been spending a good deal which might have been far more profitably spent in the newspapers and other reliable media, but it seems that some of them are not convinced of this fact.

[illegible]

The "Spotted Ad.," as advertising men have called the Williams contest piano ad., plainly shows that all business men are not certain about the pre-eminence of reputable media. It

also shows that Mr. Williams was prepared to spend anywhere from five to ten thousand dollars in a quick, straight-from-the-shoulder advertising campaign. But, only a tithe of that sum was spent in newspaper advertising. And I'm not prepared to say that Mr. Williams was to blame at all. But, I certainly do assert that some blame attaches itself to the able members of the advertising fraternity in Toronto. Because, no advertising man would admit frankly, fairly and squarely that Mr. Williams received the maximum of benefit from his expenditure.

The Williams Company have conducted contests of a similar nature before. This leads straight to the conclusion that the company has substantial reasons for believing that contest advertising pays. A business man has every reason to believe that, until it is demonstrated to him that another kind of advertising investment pays better.

The contest in this instance may have been superficially profitable. But I firmly believe that the same amount of money invested in strong and readable copy and placed in the newspapers would have been much more profitable. What sort of an impression has contest advertising, not on some of the people, but on all of the people? Has it always a distinctly favorable impression? And if it hasn't, what sort of an impression does it have?

Had this contest been planned and conducted for a bicycle manufacturer, it might have been reasonably successful, without creating a deterrent effect on the mind of one probable customer. Bicycle buyers are mainly youths. But—father reaches down in his pocket when it comes to buying a piano anywhere nearly as valuable as the Williams instruments. And father takes no chances. Worse than that, he is not apt to patronize a house that encourages chance-taking, however innocently. It does seem to me that contest advertising is not always the economical, or the most profitable, way of exploiting goods—pianos in particular. It may not hurt the prestige of a piano house; but we would be within the limits of sound logic in believing that it might. Personally, I am convinced that the Williams Company could have made a better investment.

The Slater Shoe ad. is freakish and unreadable, and we do not expect to see such stuff appearing over the name of this firm. You tried to read it because "the sign of the slate" attracted your attention, or because you imagined that Alfred Austin or Rudyard Kipling had evolved into an expert advertiser. But you turned to the next page of your paper to find something more interesting. At any rate, this Slater ad.

Advertising Clubs in Canada

Their Formation Would Promote a Better Understanding Between the Buyers and Sellers of Advertising—An Organization That Would Include Business Men Generally.

IN every branch of business a better understanding is desirable between the buyer and the seller. It is true as regards the buyer and seller of advertising, more perhaps than in the majority of other cases. The very nature of the commodity is largely responsible for this condition. To many business men, advertising, while they regard it as a necessity, has, in their eyes, a certain intangibility that often mystifies them and leads to a very imperfect grasp of its capabilities. The trouble with them is that they cannot estimate it like so many yards of cloth or so many pounds of tea, and often its effects cannot be definitely traced. They do not see the real science that underlies its workings, and fail to realize that when studied closely it develops a substance almost as definite as the above-mentioned articles.

As one step toward promoting a clearer understanding between the buyer and seller of advertising we want to advocate the formation of advertising clubs in all the larger cities of the Dominion, with a national organization to embrace the whole. The first move would have to be taken by the advertising men of the various agencies and publications, and when the clubs had been put on a good footing, with a definite policy to give out, a larger organization might be formed, to include business men in general.

The study and discussion of advertising problems, the collection of specific information regarding them, and the exchange of experiences should be interesting and profitable to buyer and seller alike. Besides, it would bring them closer together, something that is bound to result in just as much benefit for one as for the other.

Advertising clubs have been formed in a number of cities across the line. A national organization, the Associated Advertising Clubs of America, includes all of the principal ones.

A club already exists in Winnipeg and we would like to see Montreal, Toronto, Ottawa, Quebec, Halifax, Hamilton, London, St. John, Vancouver, and various other cities follow suit.

An expression of opinion on this subject is invited from advertising men, manufacturers, wholesalers and retailers.

Getting the First Mail Order

There is a company in the Middle West which issues a very complete catalogue. The company sends this catalogue free to anybody who will ask for it and to selected lists of people, mostly in rural communities, whom they believe might become customers. If within a month after sending the catalogue the company does not receive an order from the prospective customer, they mail him a check for \$2, good only at their store and when used in making at least an \$8 purchase. As the company sells a great variety of articles the \$2 is seldom wasted. The man who uses it becomes a customer. He sends the \$2 check and \$6 more with an order. With the receipt for this order he receives a \$1 check back similar to the \$2 one he received before. The same motives which made him become a customer, keep him one.—World's Work.

To be happy one must keep busy. There is no joy in idleness which goes further than rest and becomes one's profession.

Economic Advertising

will accept condensed advertisements at the rate of two cents per word for first insertion and one cent per word for each subsequent insertion.

Printing

There's a long story behind this theme. We might spin off several thousand words telling of our new building, new presses, new type-setting and casting machines, splendid new outfits in every department of our printery and bindery, and unexcelled, enlarged facilities. We might even tell a chapter or two about our department for originating, planning and doing striking advertising printed matter. But we won't. We'll simply tell you about it by phone or, if you wish, call and show you some things we have done.

Phone 6856 Main

Hunter-Rose Company
Limited

12-14 Sheppard Street
Toronto

Talk The No. 3

Letter and Copy Shop

Has *your* advertising any news value?

Does it *clearly* reveal the perfections of your product?

Are *you positively certain* that it could not be made a better investment?

Is it read?

IF YOU can answer these questions emphatically in the affirmative the following won't interest you. But *you* may be *the one man* we're looking for. If you want different, better, more interesting advertising *you are the man*. No question about it.

The advertising we produce hits hard. It isn't puny. It's never general. But—it *is* always definite. It does hammer home the truth.

The *personal* element, present in every business—the *engrossing human* interest, inseparable from any enterprise, *shines clear through* every single piece of copy we O.K.

That's the kind of copy
you need

A Satisfied Advertiser Says: "Superior Service"

THE PEDLAR METAL ROOFING CO.

Oshawa, Montreal, Toronto, Winnipeg, Vancouver

May 8, 1908

J. J. GIBBONS LIMITED,
Toronto, Ont.

Dear Sirs:—

It may be of passing interest to you to know that we have had considerable experience with various Advertising Agencies and Specialists in advertising, but now that we have had your Company to conduct our publicity for us for the last twelve months, we think perhaps it is fitting that we should say that the service you have rendered us is very much superior to anything that we have ever been able to obtain either through American or Canadian representation.

We like the attentive way you handle our affairs and we also like the way that you enter into the detail of every proposition that is worth while.

Our past experience with you will be a sufficient guarantee that the service that is now about to expire will be continued through your Agency.

Yours truly,

THE PEDLAR PEOPLE,

G. H. P.

J. J. GIBBONS LIMITED

ADVERTISING

TORONTO MONTREAL ST. JOHN, N.B.

119 Wellington St. W.

La Presse Bldg.

Ritchie Bldg.

Economic Advertising

A MONTHLY
MAGAZINE
published in



the interests of
CANADIAN
ADVERTISERS

STEWART & TOBIN, PUBLISHERS, 43 VICTORIA ST., TORONTO

CIRCULATION

The Montreal Star, Daily and Weekly, stands in a class by itself, as the most widely circulated and most highly valued newspaper published in Canada

ADVERTISING

The Montreal Star, Daily and Weekly, carries a larger volume of high-class advertising, and brings greater results to its advertisers, than any other newspaper or combination of newspapers in the Dominion.

THE MONTREAL STAR

STAR BUILDING, MONTREAL

A Profitable Service

NEWSPAPER and periodical space costs you thousands of dollars annually. That investment should yield tangible net profits. At the end of a year you should be able to place your finger on any piece of advertising and tell the approximate results in dollars and cents. Can you do it ?

Filling space profitably isn't an easy job. Your strongest selling arguments must be clearly, frankly and forcibly stated. Your advertising must reveal the perfections of your product—*your* knowledge of the goods.

The man who fills your space must keep in touch with you, because the facts you know about your product are the facts the people want to know. We have perfected a unique service. It will pay any manufacturer in Canada to know more about it before placing his appropriation for 1909.

Stewart & Tobin
Aberdeen Chambers
Toronto

10,000 New Probables Annually

QThe population of Canada is increasing at the rate of nearly half a million every year. A conservative estimate places the number of new retail merchants at ten thousand annually. The only economic way for manufacturers and wholesalers alike to reach the worthwhile dealers all the time, is to advertise in the trade press.

Q Seventy-one circulation men make sure that our lists of subscribers are always right up to the minute. They cover the whole field, from Atlantic to the Pacific, frequently, and no village is too small to receive thorough attention. Their efforts are effective because backed up by solid merit in our papers :

The Dry Goods Review

Hardware & Metal

Canadian Machinery & Mfg. News

Bookseller & Stationer

The Canadian Grocer

Plumber & Steamfitter

The Power House

Printer & Publisher

Also Publishers of

The Busy Man's Magazine

The Financial Post

The MacLean Publishing Company

LIMITED

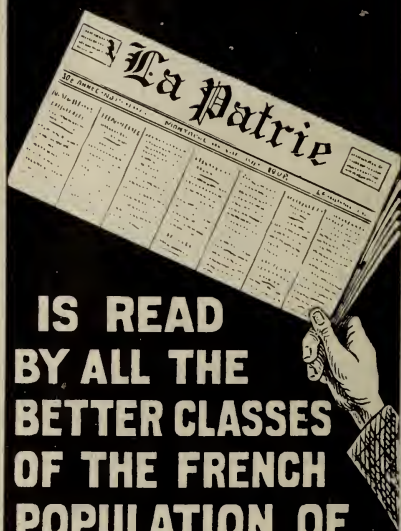
The Largest Commercial

MONTREAL
WINNIPEG
NEW YORK

Publishing House
in the World

TORONTO
LONDON, ENG.
CHICAGO

**SIX DAYS
IN THE WEEK**



**IS READ
BY ALL THE
BETTER CLASSES
OF THE FRENCH
POPULATION OF
MONTREAL**

THINK IT OVER!

Economic Advertising

T. Johnson Stewart, Editor

T. J. Tobin, Business Manager

Vol. 1

Toronto, December, 1908

No. 4

Straight Talks

Rate-Cutting Agencies

THE progressive business man has about as much respect for a price-cutting competitor as a majority of our American cousins has for Standard Oil. The average business is conducted on an equitable basis. The manufacturer buys the best raw material, he's ever ready to make any reasonable investment for the purpose of improving his processes and facilities, and he always does employ skilled labor. The price-cutter, in nearly every case, markets inferior goods. He is regarded as the evil genius of commercial existence. When all this is positively true, is it just for the manufacturer to countenance the rate-cutting agency? The agent worth retaining has spent years gathering his knowledge of advertising. In many cases he has made a world study of his specialty. Canadian advertising will improve, in the mass, just as rapidly as we eliminate the rate-cutting agencies. Price-cutting is not compatible with the standard quality of any product.

When you are face to face with a legal problem regarding your business, which may involve even several hundred dollars loss or expenditure you employ a lawyer—not on any rate-cutting or competing basis, but simply because he knows the law and you know that he knows it. You retain the services of a family physician on the same reasonable basis. Advertising service is far more valuable to you in the conduct of your business than all the legal service you can buy. Your advertising involves an investment of thousands annually, and it can never be a profitable investment in the hands of a rate-cutting agency. As a rule, the rate-cutter sells imaginary services at extraordinary prices.

The Creative Force of Advertising .

To say that advertising has created immense demands for certain products is commonplace. But to solemnly declare that advertising has nursed up voracious markets out of nothing but the whims and foibles of humanity, is rather startling. A freak genius, with an abnormal bump of commercial sense and considerable daring, studied the popular President of the United States, and after due consideration, resolved to sell Roosevelt's popularity to the intelligent American public in the shape of Teddy Bears. And the Teddy Bear came, saw, and conquered as Julius Cæsar did himself.

Years ago O'Sullivan, of rubber heel fame, arrived at the conclusion that people didn't walk properly. That astute gentleman did not try to reform the stride of his countrymen. No, he resolved to make the habit of bad walking permanent. He wrote several neat little treatises on "How the Pavement Hits the Brain," and introduced the live rubber heel as the only preventative for our acquired habit of digging the spine up into our grey matter at every step.

Another odd genius perceived that the whole continent suffered more or less from New Yorkitis. We were all overstrung. In order to preserve anything like a placid demeanour we had to chew a straw or bite our nails. And this odd genius deliberately and coolly created a market for gum, and he and his fellows have kept our jaws on the jump ever since.

Judicious advertising will create a market for anything we can manufacture. One can make the people believe and believe firmly, that any good product is better than competitive lines—if that product is advertised by a man who knows enough about the science of mind—the popular mode of reasoning.

Perfect your product and we'll create the market.

The Localization of Copy

We have started an agitation for the localization of copy, and we're going to keep it up. Because we are convinced that it makes for more profitable advertising. Copy that will create a demand for the goods in Quebec will not always impress the ad-reading public of Ontario. And it's a certainty that it never will make much of an impression on the people of our western provinces. As well expect the late Doctor Drummond's poems to sell well out west, or the works of Ralph Connor to impress the French of Quebec. Every copy-writer cannot localize his stuff, but there are those in Canada who can.

My Methods as an Ad-Writer

How I Gather Data—The Necessity of Acquiring Much of the Manufacturer's Definite Knowledge—A Comprehensive Knowledge of our Fellow-Beings the Great Essential.—By T. J. S.

S EVEN or eight years ago I could have rattled off an article on this subject with the airy, confident style of an Evangelist discoursing on the hereafter. And, permit me to emphasize the fact that I would have known as much about my theme then as the majority of

preachers know now about the region inhabited by an archangel of shady reputation—and our late contemporaries.

A number of bold spirits in the advertising arena have promised to follow my example, despite the fact that Elbert Hubbard reports a bumper crop of advertising specialists in both Canada and the United States in this year of grace, 1908. We ask our readers to remember that we are only ad-writers—men who have made respectable incomes by the practice of advertising for five years or more.

Some time ago I wrote an article on this subject which appeared in "Judicious Advertising." Because I have had no good reason to alter the conclusions arrived at then, I will quote freely from that article, and if I fail to place



the quotation marks where they ought to be, let us hope that "Judicious Advertising" will not feel slighted.

"My methods are a little different from those of the full-blown Specialist.

"The best copy men on the continent often fail to land par value for the amount of time, brains and ingenuity they throw

into their task. Because, in my opinion, their methods are wrong—the premises of their advertising philosophy somewhat awry. Ask the pet copy producer of any notable agency operating on this continent to create a demand for a piano, and it is more than likely that he'll go about it this way. He studies the piano—not superficially, but in detail. And that is wise. He takes the piano to pieces in his ads., gives accurate and technical descriptions of the sounding board, wiring, agraffe and action. Then he tells all about the raw material, its seasoning, etc., and finally rebuilds the piano, with becoming modesty, while he hints darkly about the resources of the manufacturer and his liberal business methods. His ads. certainly demonstrate that the piano is a mighty good, easy-priced instrument. But—they practically annihilate the manufacturers' army of probables, because **THEY ARE NOT READABLE.**"

It is rumored that I do not believe in reason-why copy. Rumors are generally unauthentic. But my definition of reason-why copy differs from that of some. The man who writes an ad. which mystifies a majority of his readers, may be guilty of producing technical stuff ably reasoned out; but he has not produced reason-why copy of the sort that creates a demand for the goods. The production of a skilled lawyer is generally logical and well reasoned; but it does not follow that legal phraseology interests the general public. Reason-why copy which does not inform and then convince the average ad. reader of the merits of the goods should not be printed.

Again, some of my critics declare that I make a too exacting study of the article for sale. A man simply cannot have a too thorough knowledge of his subject. I always assume that the manufacturer of a given product has more definite knowledge about it than any other man on earth. My business as an ad-writer is to secure all the information the manufacturer can give me about the goods—his reasons for believing in their superiority to competitive lines. But, important as this knowledge undoubtedly is, it is not the all-important thing. According to my thinking, a thorough knowledge of our fellow-beings is the fundamental essential. Recent publications on "The Psychology of Advertising" are illuminating and helpful; but I only know of one sure way to corner the primary essential. Make a four years' tour of the world with the express purpose of learning all you can about all sorts and conditions of men and women. Get this knowledge and you will discern the selling points of most saleable things mighty quick.

Once the manufacturer has taken me through his factory—once I have mastered the whole process of manufacture, and the

business story, I dictate the salient facts while they are fresh in my memory. A copy of my data sheets are sent to the manufacturer for his O.K., asking him to kindly add any information which he may deem necessary. When it is at all possible I spend an hour or so discussing the subject with the firm's best salesmen. Sometimes a good deal of definite knowledge may be picked up about a product in various ways. And it certainly is advantageous to secure all available knowledge about a commodity, come from what source it may.

If the product follows the ordinary lines of distribution, I call on a number of dealers—consider their attitude. Then the stuff meant to influence the trade is prepared. The trade is always willing to consider two points, viz.: Reputation and Profit. And it's up to me to prove that the product I advertise insures both.

Consumer advertising is more difficult to produce. I produce this kind of matter, not particularly up to the manufacturer's standard of advertising as a business man, nor according to any preconceived theories dear to advertising men, but according to the buying public's conception of readable and interesting stuff. If my copy is readable—if it is termed plain and convincing by the class it is meant to influence, then I have produced copy that creates a demand for the goods and it matters little to me whether my critical advertising friends term it reasonable why copy or not.

John E. Kennedy is probably the ablest exponent of the ultra reason-why school. And his argument for producing this kind of commercial literature does not appeal to me. There's a notable series of coffee ads. appearing in popular magazines just now, by Mr. Kennedy. The cut shows one of them. Were you to ask the writer of this ad. to frankly state the attitude of women towards this stuff, his reply would certainly startle many of his disciples. Because John E. Kennedy would gravely admit that nine out of every ten women who tried to read this coffee ad. would fail to read it through. "But," he would add, "the copy is written for the one woman in ten who will read it through. And she will buy Bakerized coffee."

Probably Mr. Kennedy is partly right. But there isn't a woman in fifty who will read that kind of advertising through. And no ad-writer on earth has any good reason for producing stuff which forty-nine women out of every fifty will begin to read and stop before reaching the last clause.

I may be wrong. John E. Kennedy may be right in his calculations. But, even his admission throws what he calls reason-why copy beyond the pale of economic and profitable advertising.

One may pack a page space full of facts, well reasoned out, about a piano or an automobile. When a man invests several hundred, or several thousand dollars in an article, he's willing to investigate—he wants to know the facts. But, the man who will read a column of stuff in a newspaper before investing a few dollars in a pair of shoes, is about as scarce as the woman who will read a page of stuff before buying a pound of coffee. And both are as rare as "The Noble Red Man" in any of our larger cities. The ad-writer should ride his hobby. He should never allow it to ride him.

Copy should be built to fit the subject. An iron-bound creed, strictly adhered to, may land a parson in paradise. But it certainly plays the devil with the reasoning powers of some otherwise brilliant advertising men. I was beginning to feel as egotistical as the German Emperor on or about the middle of this article, and I considered it about time to reveal my methods by slashing into another man's stuff. The basics of effective consumer advertising are three in number. 1st. A comprehensive knowledge of men and women. 2nd. An accurate knowledge of the article or product. 3rd. An unfailing fund of common sense. Give a man these three essentials and add thereto the art, or knack, of expressing himself in plain, interesting and convincing English, and you have a copy-writer worth while.

WHICH TREE IS YOURS?

Consumer-demand grows two ways—one slowly with stunted full growth—the other quickly with profuse perennial fruition. If you are building for the future—if you are planning to have a solid, healthy business in the years to come, then you must have consumer-demand of quick, steady, healthy growth, positive action and permanence.

You cannot achieve its fullness by ways and means current years ago. You have too much competition that is utilizing thoroughly modern methods—advertising sales methods.

Stop and consider. Have you been finding fault with sluggish sales in your own business? And have you looked enviously at some rival line that is moving rapidly? If you have, then you will agree that our competitor may be making advertising success for himself to your detriment.

Is your consumer-demand growing like the stunted live oak or the majestic white oak?—"Delineator Bulletin to Buyers."

The medium with the best class of readers will usually contain the highest quality of reading matter, and carefully prepared advertising as well.

The Letters of a Young Man To His Dad

LETTER NUMBER THREE

Subject—The Dignity of Advertising.

“A very great part of the mischiefs that vex the world arise from words.”—Burke.

DEAR DAD,—The immortal Irishman was correct. But you were unfortunate in the quotation for two good reasons. 1st. I'll use it as a text and hang my talk upon it. And 2nd. Edmund Burke was the greatest talker of his age, even if he were the profoundest philosopher who ever sat in the British House of Commons. Isn't it recorded that our notorious ancestor, the great Doctor Samuel Johnson himself, feared Burke's ability as a talker, and the English-speaking race knows that Sam could talk some. You remember reading about the rushing, bubbling torrent of choice words that Samuel flung in the teeth of the hapless Adam Smith. History only tells us about one man that could sling words better than the man who strung the dictionary together. And that man was Edmund Burke, the author of “The Sublime and Beautiful,” who at the early age of twenty-eight was a better and more persistent talker than The Man who talked himself into everlasting fame.

Words, words, words! Why Dad you know, and every school-boy knows, that Burke talked the House of Commons into oblivion and leisurely strolled over to Doctor Sam's place and talked his host, Mr. Hazlitt and Charlie Lamb to a standstill almost every night he spent in the city of London.

You prefer your goods to talk their way into the hearts of the people. You are short on talk but long on quality. You do not believe that it is quite dignified for an old established house to advertise. And you clinch your argument by quoting Edmund Burke's remarkable decision.

Dad, you're hedging! You are not playing the game according to Hoyle. The vague reasons you advanced in previous letters against advertising were battered into flimsy excuses by a presentation of the facts. And now, sir, you dodge behind another excuse with the grave air of a man who has given utterance to a weighty reason.

Edmund Burke was too profound a thinker, too precise a talker, to utter that sentence as you have quoted it. And even if

he did you know very well that he meant to designate gossip—or idle words as the source of much mischief.

Advertising is not idle talk; commercial literature which can be termed gossip or idle words is not advertising. Edmund Burke advertised his extraordinary ability by fearlessly interrupting the ablest talker in the London of his day. The brilliant Irishman knew positively that his range of knowledge was as comprehensive as that of the famous Doctor Johnson. He guessed shrewdly when he imagined that his intellect was even more powerful than that of the great litterateur. But the people of London didn't know the facts until Burke advertised his ability by boldly differing from Johnson's conclusions and sometimes proving them wrong. All great men have been enthusiastic advertisers. That they did not all realize the fact proves nothing. The baker and biscuit maker, who advertises an excellent product, is a more noticeable figure in the world than the scholar or philosopher whose erudition or philosophy is unknown.

And, permit me to emphasize the point, that the baker is a useful member of society, when compared to the mild-eyed gentry who pass their days and hours in stealing thoughts from the dead.

If Rudyard Kipling, Alfred Austen, Hall Caine, Marie Correlli and Mrs. Ward—if a whole army of inkslingers may harp everlastingly on their specialty, may not an honest baker tell the people what he knows about bread? If parsons, authors, kings and emperors believe in publicity, why not bakers and biscuit makers?

The most dignified bunch on earth keep on advertising. Some advertise judiciously, the majority foolishly; but they've got the right idea. They believe that advertising is a good investment—all but Emperor Will. However, His Majesty is paying more attention to the copy. He reads his speeches now, according to the latest dispatches. He found out lately that mere caterwauling was not wise advertising, and the princely and sagacious Chancellor of the German Empire has been retained as William's copy-writer.

Dad! Advertising is as dignified as the ministry. It is a good investment. It is the only way of saving your business as an up-to-date concern in the face of aggressive competition. Joseph, the only man who ever successfully cornered the corn market, advertised. David put up a strong, convincing talk and made good. Julius Cæsar shattered the forces of his enemies and retired to his tent to write out the advertising for his next campaign. King Richard advertised his prowess almost as

shrewdly as Saladin himself. When legislators laughed in derision at Disraeli he advertised the fact that he would be gladly heard at no distant date by the ablest minds in England. Rosebery, Chamberlain, Gladstone and Salisbury became great and honored because they advertised.

Don't worry about the dignity of advertising. Why, I advertise myself. Think of famous men and institutions if you are inclined to doubt the dignity of advertising. There's more commercial sense than humor about this epistle if you care to dig it out.

I remain, respected sir,

Your dutiful son,

PAUL JOHNSON.



A MAN OF VERSATILITY

Advertising tells a good deal more, sometimes, than its main message. Here, for instance, is one of multiplied contents, written by a man of many trades. It is copied from an old handbill printed and circulated in Cumberland, England, early in the last century:

"I, James Williams, parish clerk, saxtone, town cryer and bellman, make and sells all sorts of haberdasharies, groceries, etc., likewise hair and whig drest, and cut, on the shortest notice. Also—

"N.B.—I keep an evening school, where I teach, at reasonable rates, reading, writing, singing and sums.

"N.B.—I plays the hooboy occasionally, if wanted.

"N.B.—My shop is next doore, where I bleed, draw teeth and shoo horses, all with greatest scil.

"N.B.—Children taut to dance, if agreeable, at sixpence per week, by me, J. Williams, who buy and sell old iron and coals—shoes cleaned and mended.

"N.B.—A hat and pair of stockings to be cudgelled for, the best in 5, on Shrof Tushday. For particulars incuire within, or at the horse shoo and bell, near the church, on tother side of the way.

"N.B.—Look over the door for the sign of the 3 pigeons.

"N.B.—I sell good ayle, and sometimes cyder—lodgings for single men."

Confidence in yourself and your business, confidence in the honest intent and the inward goodness of the average citizen—CONFIDENCE—put it down on the ledger as your most valuable asset.—"Advertiser's Magazine."

Effective Ad Illustration

Illustrations or Designs that do not Harmonize With and Emphasize the Text are Worse than Useless—The Old and the New Way—By T. W. Mitchell, Artist.

THE day is long past when any argument is needed in favor of the illustrated advertisement. The right kind of illustration always helps, and is often an absolute necessity.

The primary object of a picture or design is to attract attention to an ad., which might otherwise never be noticed; and



in some cases, perhaps, this is all that should be expected of it. In the vast majority of cases, however, an illustration can and should do very much more. In too many cases the picture is one thing, and the text another. What should be aimed at is a complete and harmonious unit; illustration and copy each supplying what the other

lacks, each backing the other up, together making for effectiveness and conviction.

Advertising designs and illustrations may be roughly divided into four or five classes. We may first consider those that merely attract. In this class may be considered the numerous strong but ugly and meaningless black border effects, which have had a long run, but are becoming less effective because so commonplace. Even the most simple border may be so drawn as to embody some feature or characteristic of the article advertised.

A large class of ad. illustration, and one of the simplest for the competent artist, is that which calls for straight pictures of the articles advertised, as in garment illustration, and immense strides have been made in this line. The wax-doll fashion figures have given place to real live pictures of live people in fashionable surroundings.

A kitchen stove is a prosaic object. Placed at the top of an advertisement it commands scant sympathy. But picture the housewife making effective use of some particular feature

of that particular stove, and the human interest element comes in, our attention is drawn, our curiosity is aroused, we are going to read what it is all about.

Perhaps our ad-writer is describing a stage in the process of manufacture of the article to be advertised, or wishes to convey an accurate idea of its interior construction. He has done all that words could, or rather, should do. He calls in the artist, and together they figure out an illustration that makes that point clear as day. In the preparation of this class of advertisement the artist absolutely cannot be dispensed with.

The old plan of illustrating a "campaign" was something like this. The artist would first be commissioned to get up half-a-dozen drawings to advertise, say pianos. Then the ad-writer would try to write some copy around them. A hit or miss game of this kind could seldom be anything but superficial.

The copy-writer who knows his trade now first lays out his whole campaign thoroughly, taking it up point by point. Soon will come the question of illustration. The copy-man and the artist get together and discuss the kind of pictures that will strengthen every point the writer has made. This is by no means as easy as the old method. It is going to mean a deal of hard work for them both, but the work will be forgotten in the satisfaction of the result—illustrations that illustrate, that are part and parcel of a harmonious and convincing whole.



Bill Nye, the humorist, once had a cow to sell, the story goes, and advertised as follows: "Owing to my ill-health, I will sell at my residence in township 19, range 18, according to the government survey, one plush raspberry cow, age eight years. She is of undoubted courage and gives milk frequently. To the man that does not fear death in any form she would be a great boon. She is very much attached to her present home with a stay chain, but she will be sold to any one who will agree to treat her right. She is one-fourth shorthorn and three-fourths hyena. I will also throw in a double-barrel gun, which goes with her. In May she usually goes away for a week or two and returns with a tall red calf with wobbly legs. Her name is Rose. I would rather sell her to a non-resident."—"Batten's Wedge."

Over the door of a haberdashery is a large sign that reads: "Society for the Encouragement of Wearing Clean Shirts." Now, will any man dare enter that shop? To pause in front of it shows a twinge of conscience, but really to enter—that is public admission of past misdeeds and present reform.—"N. Y. Sun."

Adventures of Advertising Men

How One Agency Got An Account—a Moderate Appropriation Concentrated where it Would do Most Good
—The Expenditure Should Always Fit the Business.

AS Robson, representing ——— and ———, advertising agents, sat in the outer office of The ——— Company, shirt manufacturers, awaiting admittance to the inner sanctum, he ran over in his mind the facts that he had gathered about this concern.

It had only been in business for a few years. The principal members were formerly employes of one of the old-established houses in the same line, two of them as salesmen and the third as factory superintendent. Just at the time the Canadian market began to expand with wonderful rapidity, they organized a company and built a fair-sized factory. A thorough knowledge of their business, wide acquaintance in the trade and a good product, combined with the fact that manufacturers already in the field were unable to cope satisfactorily with the demand, made success comparatively easy. Soon their staff was working overtime, and still orders increased. The factory was doubled inside of two years, and every machine worked up to its capacity, with plenty of orders waiting. The firm was well managed, both in office and factory, and had aggressive salesmen on the road. It prospered beyond the expectations of any of its members. At a meeting of the board of directors to be held shortly, plans would be submitted for a further extension of the plant that would double its capacity.

Up to date the firm had not spent a cent in any advertising outside of a few circulars to the trade, unless we be so exact as to include numerous ads. in the "Help wanted" columns of the newspapers.

This was the situation when Robson figured out that the ——— company should be a pretty good "prospect" for an advertising campaign.

When the boy who had taken his card ushered him into the office of Mr. X——, the managing director, the latter very courteously said: "We are not particularly interested at present in the question of advertising, Mr. Robson, but if you think you can tell us something we ought to know about it, we are always glad to listen. I might say that we are not among the unbelievers. Our directors have discussed the matter and unanimously con-

cluded that we didn't need it now. There is probably very little you could say about advertising, in a general way, with which I would not agree. However, we are persuaded that it is something to be dealt with in the future. Aside altogether from the necessity of it, or otherwise, just now we could not stand the expense of a campaign."

"I am tempted to speak of the expense first," said Robson, "but we'll leave that for a minute and, if you will permit me, consider the position of your business. Looking at the situation frankly, is it not fair to say that, in a large degree, you have grown because the country has grown? It has not been so much a matter of overcoming competition as of being able to turn out the goods. The established factories simply could not handle the demand with anything like satisfaction to their customers. You stepped in with a first-class product, and as the trade was hungry for goods you had no difficulty in getting all the orders you could fill. The country continues to develop and it is often difficult for the trade to get prompt delivery on such lines as you produce. You have always manufactured excellent stuff and the market for it was, to a very considerable extent, ready-made. Mind, I believe you would have built up a nice business in the face of strong competition, but it would have taken you a great deal longer to get on your feet, and you would have been some years reaching your present position."

"While you exaggerate somewhat," interrupted Mr. X——, "there is still a good deal in what you say. However, we give our shirts themselves the main credit for placing us where we are. With their quality maintained, and with a force of aggressive salesmen, we feel that we can more than hold our own."

"You are going to double the size of your factory," continued Robson, "and, no doubt, will be able to keep it busy through the efforts of your road staff. You might rest content to follow that course if every other manufacturer in your line did likewise, and depended mainly upon quality in the goods and their salesmen's ability. They do not, however. They exert every effort to get their shirts on the shelves of the dealer, and then they help him sell them. An active demand is created among consumers and the dealer finds it necessary, as well as profitable, to stock these lines as largely as possible. His turn-over, on them, puts his profits away ahead of other lines that he can, perhaps, buy at a little lower price. At the same time the other lines may be just as desirable so far as quality is concerned. They labor under the disadvantage of being unknown. When a customer goes into his store the dealer knows that he is familiar with the brand and qualities of, for instance, ——'s shirts,

and they are the ones he brings forward, in accordance with that very human desire to follow the line of least resistance.

"Every day that you defer cultivating the consumer," went on Robson, "and your competitors do so, you are making it harder for yourself when you do break into the field of general advertising. They are actively standardizing their lines with the public and you are going to keep clear until they have gained great headway. They are just as busy as you are, but that does not deter them from so impressing their goods on the consumer's mind that they have a pretty solid guarantee in regard to the future. Through their advertising a foundation of public favor is being laid that will gather strength as the years go by, that is providing their shirts are right. It is not costing them any unreasonable sum to carry on this campaign, and, in proportion to the results, it will cost them less every year they are in business. You could establish yourself just as firmly in a fair share of the market by doing likewise, and the expense would be a great deal less than it will be later on.

"Now," Robson went on, "you say you could not afford the money necessary to compete directly with the advertising of these other and larger concerns. I wouldn't advise that you do so. An advertising appropriation is not to be arrived at haphazard, nor need it necessarily cover the whole country. It should always be fixed in accordance with the size of your business. That's the only economical course, and advertising that is not economical has no good excuse for existence.

"Let us say that you could afford to spend \$5,000 a year. It is not enough to give you effective advertising throughout Canada, so that we must find out, by sizing up your distribution and its possibilities, just where it should be concentrated to do most good. Mr. X——, could you devote \$5,000 to advertising next year?"

"I think possibly we could," replied Mr. X——, "but I have been of the opinion that twice that amount would be necessary if we wanted to do it right."

"Not at all. With a plant the size of yours, even after the proposed addition is made, you could not take care of the extra business that a \$10,000 appropriation should bring you. Spend only what you can readily afford, and increase the scope of your campaign as your trade and facilities increase. Now, I believe one of your leaders is a line of working shirts. Suppose you spend \$5,000 on them alone, and concentrate your advertising in the principal factory cities and towns of Eastern Canada."

"That plan looks like a pretty good one," said Mr. X——. "If you would care to make it out in typewritten form I'll be

glad to bring it before our directors and you can rest assured that if we decide to go into it you will get the business."

Robson had the plan prepared and it was accepted.

—Tobin.

Editor's Note—We will be very glad to receive articles from advertising men throughout Canada covering interesting experiences they have had while soliciting business.



SUGGESTION IN ADVERTISING

The mere putting together of words which announce the truth that a certain firm has a large number of articles for sale, that they are of good quality and will be sold at reasonable prices, does not of necessity constitute a good advertisement. If the words can be made to awaken thoughts in the reader's mind, which will in turn awaken other thoughts—and if all these awakened can be directed to reasons why he ought to buy one or more of the things enumerated, the advertisement will prove valuable, if given the proper setting. Especially will this be true if the wording or pictures, or both, are made to reach the intellect through the senses, and set the memory at work so that it shall be fixed in the reader's mind that Blank & Co. make a specialty of certain things which he needs, or may sometime need.—"Profitable Advertising."

The proprietor of a certain restaurant "leased" the reversed side of his bill of fare to a carriage manufacturer, who prints advertisements thereon. The other day a customer, in a great hurry, ran into the restaurant, sat at a table and was handed a bill, wrong side up, by the flurried waiter. The customer put on his pince-nez, curled his moustache with his left hand and shouted in a voice of thunder: "Bring me a fly, a landau, two victorias and a dog-cart. Got any funeral cars?" The waiter fled.—"London Graphic."

Foolish indeed is the man who brags of that which to him is the absolutely impossible. Equally foolish is the advertiser who boasts of merits which his product does not possess.

Not to have read a newspaper ad. for a month would be as unhappy a fate as not to have read a single item of news in that time.

"From stilts to crutches" comprises the biography of the merchant who does not "believe" that advertising is of first importance in store-building.—"Louisville Courier-Journal."

Conducting a National Campaign

The Third and Last of a Series of Articles on this Subject—Fundamentals Restated—The Effective Use of Newspaper and Magazine Space, and How to Arrive at It—The Copy's the Thing.

FILLING newspaper and magazine space calls for more ability and exacting care than is noticeable in some campaigns for the simple reason that 75, often 90%, of the whole appropriation must be invested in this space. Before going into the details of this, the last and most important step, in the conduct of a national campaign, a few reiterations may be permissible.

Any effective campaign about any product must be firmly founded on the system of distribution. The originator and writer of this campaign must acquaint himself with the product, the selling methods of the concern manufacturing the goods, the conditions of trade nationally and in respective territories, a good deal about competition and far more about the manufacturer's business than is generally known by advertising men.

It is also wise to positively know the dealer's attitude towards the goods. This information cannot be definitely imparted by either the manufacturer or his salesmen. The dealer will frankly tell an advertising man what he will not tell to any manufacturer's representative. The consumer's attitude should be discovered in the same way. Then the moves outlined in the last two articles follow as a natural sequence. This brings us up to newspaper and magazine advertising—consumer copy—the story planned and written for the purpose of influencing the general public.

Consumer advertising about food stuffs is not always strong, and in one or two notable instances is positively drivell. The necessity for filling up newspaper and magazine space with effective copy cannot be too forcibly stated. This space IS costing the manufacturers from several thousand dollars up to fifteen, or twenty thousand annually. The circulation of our newspapers and periodicals is an important consideration; but not nearly so important as the matter which fills the space. A newspaper, or periodical publisher will guarantee circulation. That's all he can guarantee. He cannot force people to read your story. That good strong copy appears about food stuffs goes without saying. But, sometimes one is inclined to wonder what value the manufacturer attaches to consumer advertising. Some

The Canadian Collier's Place in the Household

THE CANADIAN COLLIER'S is a "family affair." It appeals not solely to men or solely to women, but holds the interest of every member of the household. It combines the timeliness of a good newspaper with the serious thought and lasting influence of a monthly magazine. It informs and educates as well as entertains. That is why the entire family is interested in it.

The demand for most merchandise originates in the household, in the family. With the largest *national* circulation in Canada, it is but logical that merchants should find the Canadian Collier's the most potent medium for selling goods.



E. C. PATTERSON

Manager Advertising Department

L. M. Hart, Canadian Adv. Representative

1011 MARQUETTE BLDG., CHICAGO

time ago I noticed a young lady reading an ad. about a food product, and asked her what she thought of it.

"It's tasteless," she replied.

"I mean the ad.—not the product."

"That's what I mean. The ad.'s tasteless. The product's all right."

Food advertising meant to influence the consumer should never be tasteless. This particular ad. possessed more than ordinary merit; we admen would have called it good stuff. But—a number of representative buyers of the product condemned the copy.

We can afford to cater to the public taste in advertising as well as in novel writing. A remarkable example of the application of this idea is noticeable in the Pandora range stuff appearing in the newspapers at present. Few advertising men would call it strong, or even reasonable copy. But it's actually selling ranges. We all know that A. A. Briggs can produce strong reason-why copy. Undoubtedly he could present a pretty strong argument in favor of this departure.

To prepare a series of ads. about any product and scatter the plates broadcast over the country, is not always a good policy. When we have fairly good reasons for believing that the localization of copy will make for the betterment of advertising, it is wise to localize it.

Newspaper and periodical ads. should vary in size as well as in typographical arrangement. Individuality is all right; but do not let it drop into familiarity. This idea will dent the pet notions of some of my best friends. They argue loudly: "Dress Smith's ad. up all the time so that the people will know it is Smith's ad. at a glance."

That doctrine is as plausible as it is illogical. The reasons which compel us to believe that the copy should be changed regularly lead us direct to the conclusion that individuality in typography and space is not what it's cracked up to be.

There's a whole lot of little things—mere details, perhaps—which make for profitable consumer advertising when they are studied out in a common-sense manner. Some of us curb native ability by venerating too highly the ideas of others. Let's dare to think out things for ourselves!

The conduct of an effective national campaign about a food product demands care in the selection of newspaper space in particular. You want a whole lot more facts about a publication than mere circulation figures convey. Do not advertise a food product on the sporting page of a newspaper when you

can buy space on the page for women. Location counts for more than any extra price that may be charged for it.

Space in our best magazines can be used effectively. The magazine is no rival of the newspaper. Their missions differ considerably. And because both fulfil their mission, space in either is valuable to the country's advertisers.

White space in itself is worthless. It must be filled with your story, and the way the story's told decides the value of a national campaign about a food product, or any product marketed. The copy is the important thing about all advertising.

T. J. S.

WORTH TEN TIMES THE MONEY

The warm letters of appreciation that continue to come in from readers of "Economic Advertising" are very gratifying to the publishers. One of the most recent is from H. Vineberg & Co., of Montreal, manufacturers of Progress Brand clothing. Following is an extract: "We enclose herewith \$1. We consider "Economic Advertising" worth ten times the money you charge for it."

The Duke of Wellington used to say that the difference between victory and defeat in a battle was usually only a little circumstance, but that circumstance had to be treated rightly and treated at the right time. It might be a well-timed charge or a judicious disposition of a battery that led to victory, or it might be a delayed order, a little hesitation, or even defective vision in the commanding officer that caused the defeat. Business is a great deal like war in its exactions. The lack of a filing system may lead to a receivership, and the choice of the wrong mediums has many times resulted in an unprofitable campaign and discouraged a man who would otherwise have become a successful advertiser.

The "outside" man—the salesman—is very much inside; the man "inside"—the sales or advertising manager—should encourage him in talking and give heed to his suggestions. If he is the right sort, he knows things that only the outside man can know.—"Selling Magazine."

An advertising campaign, like a dog collar, has to fit to be of much use.—Rusty Mike's Diary.

You cannot drive home a stout nail by a single blow of the hammer. The advertiser who strikes repeatedly in the same spot is bound eventually to accomplish his purpose.

Time is money—maybe. Depends largely on how you use it.

them go back every year, during November principally, and their business is well worth going after. Competition between the different lines is always very keen. The agent in question wrote a circular letter and had a Chinese merchant, who is able to read and speak English pretty well, translate it. A cut was made of the "result," and several hundred copies were printed on bright red stock. The circular was mailed to a carefully prepared list of Celestials, and certainly landed the goods. We decline to make any comments regarding either the argument used, or the typographical effect.



The accompanying illustration shows an interesting piece of advertising in the shape of an envelope insert used by the National Drug and Chemical Co., Montreal, to emphasize one of the principal selling points of their National Hydrogen Peroxide—that it will not explode. These enclosures are sent only to the trade, in outgoing mail. When you obey the instruction to pull on the tab a sheet folded within is drawn through a slit and discloses the necessary explanatory matter. The idea is novel, and the enclosure should do

the work for which it was intended. E. Griffith Brewer is advertising manager of this firm.



The man who had just been acquitted went up into the "Whirnal" office. "Look here," he said, "I've been proven innocent and for the last ten weeks you've been publishing diagrams of me and the revolver and dotted line showing course taken by bullet and all that. I guess I've got something coming." "Yes," said the urbane city editor, "you have a bill for display advertising coming, but you'll have to see the business office about that—we don't attend to those things on this floor."—"Puck."

An Emporia woman brought suit in the District Court for a divorce from her husband because she found a cancelled check in his check-book for two dollars for ribbons for his typewriter.

Oh! but a man's reach should exceed his grasp, or what's a heaven for?—Browning.

Wholesalers as Manufacturers

Some of Them Operate Factories of Considerable Size
—Their Products Could Very Effectively be Advertised
to the Consumer, even though Distributed Through
their Own Warehouses in Competition with Other Lines.

WHOLESALE houses as general advertisers would be something entirely new. Yet it is not unreasonable to expect that some of them should enter the field before very long. In the dry goods trade, for example, several of the larger concerns have gone extensively into manufacturing. The goods they make are branded, and distributed from their own warehouses in competition with similar lines produced by exclusive manufacturers. The latter create an insistent demand for their products by aggressive advertising to the consumer. Now, why should not the wholesaler follow exactly the same course as regards his goods?

I have in mind one wholesale house which operates, among others, underwear and shirt and collar factories. These lines must be good value or they wouldn't sell. However, their distribution depends largely upon the dealer, and he has no active consumer demand to assist him in moving them out. The wholesaler is forced to carry and market an immensely greater quantity of other lines of underwear, shirts and collars than of his own, because the firms making them have educated the consumer to appreciate and ask for their brands, and he's got to have them to do business. The dealer is glad to give them first place, for the manufacturer's advertising renders it easy for him to sell them.

Even with extensive publicity the wholesaler could not drop the competing lines that have become well established, and are maintained in this position by steady advertising, year in and year out, but he could standardize his own products with the public and multiply his output several times over. In a very few years his widely known brands would be among his most valuable assets.

We have often heard a good deal of talk about the elimination of the wholesaler. In some branches of trade this may be possible, but in others it certainly is not. Take the one mentioned above, for instance. His position now that he owns factories, which represent, probably, an investment of half a million or more, is a great deal stronger than it ever was before. We believe his intention is to develop largely the manufacturing

end of his business. There are a number of other reasons, apart from this, why he could not be eliminated, but we will not go into them here. Suffice it to say that with a number of lines of his own make, branded and well advertised, he will be able to more than hold his place in the trade.

—Tobin.

ADVERTISING APPENDICITIS—CUT IT OUT

By A. A. Briggs

Ever count up the times you receive propositions and among the papers is an envelope addressed to the seeking party?

Ever count up the times you have used these envelopes?

If it is a pleasure and a purpose to waste paper and printing the return envelope is ideal.

Is the average business man going to the trouble of preserving the envelope and then to the trouble of being sure the steno. gets it when the answer is dictated. Begone the thought!

But there is a remedy! Why shouldn't the seeking party also send a dictated answer to his own letter? It would be much simpler and quicker than our having to dictate the answer ourselves. Then in a special hurry the answer could be kept and the questions only sent to us for filing,

Truth can usually be trusted to take care of itself. It does not call for half the explanations, apologies, and feverish anxieties that are bestowed upon it by those who are fearful that it will appear other than it is. There are those who waste a great part of their days in trying to explain their lives to others—their comings and goings, their gettings and losings, the word spoken yesterday and the deed contemplated for to-morrow—lest they should be misunderstood by somebody, or some false construction placed upon them. The fact is that the rest of the world is entirely too much occupied with its own affairs to greatly care what ours may mean. If we are trying to do our best day by day, to do the right as we see the right, we may go forward in simple confidence, and leave the outside view to take care of itself.

The advertising habit is like gambling—once acquired it is hard to break away from, but it is unlike gambling inasmuch as the steady advertiser is a constant winner.—“Printer's Ink.”

Remember, that to change thy mind and to follow him that sets thee right, is to be none the less the free agent that thou wast before.—Marcus Aurelius.

Advertising a Heating System

A Thorough Knowledge of the Theory of Heating Required, as well as an Accurate Knowledge of the System Exploited—The Best Time to Advertise a Heating System.

THE man who wishes to produce better than ordinarily good advertising matter about a heating system, must possess a considerable amount of patience, and more than the usual amount of analytical ability. One cannot write informally on this subject without a thorough working knowledge of the theory of heating and a definite knowledge of the system to be exploited.

A critical study of heating systems' advertising inevitably leads to the conclusion that some ad-writers, at any rate, do not know exactly what the requirements of a modern heating system are. No subject lends itself so readily to strong, convincing, reason-why copy, and many are reasoned out and advertised in a far more convincing manner.

It is not our business to decide in favor of any heating system—to attack the hot air principle or to defend the steam and hot water systems. Our business is to consider the claims advanced by the manufacturers of the various systems—the reasonableness of these claims as they appear in advertising, and the standard of this sort of publicity.

The manufacturer of a heating system appeals to the trade, as a general rule, through catalogues, booklets and trade papers. The bigger makers publish elaborate catalogues annually, showing cuts of their heating systems and their various parts

Plan the right heating

If you are newly building, don't discredit your property at the start by putting in old-fashioned forms of heating. Whether planning a new house or intending to move, don't overlook the great importance of a modern heating equipment. There isn't any other feature of the home which will save you so much or give you equal comfort as



AMERICAN & IDEAL
RADIATORS BOILERS

These outfits for Low-Pressure Steam or Hot Water will soon repay their cost

in coal savings, lessened labor, absence of repairs, and low insurance. All ash-dust, smoke, soot, and coal-gases are kept out of the living-rooms—reducing house-cleaning one-half and saving the wear on carpets, decorations, and furniture.



This small, plain, perfectly smooth Radiator is one of several thousand patterns and sizes of AMERICAN Radiators made to fit any architectural usage. It is as clean and cleanable-suited to narrow halls, balconies, nursery, etc.

If property is sold you get back their full value, or they attract and hold best tenants at 10% to 15% higher rental. The saving of but one ton of coal in a year will meet the interest upon \$100, and this sum will readily cover the difference in the cost of IDEAL Boilers and AMERICAN Radiators as compared with a hot-air furnace for a good-size cottage.

IDEAL Boilers and AMERICAN Radiators are annually replacing thousands of hot-air furnaces and stoves that have been found wasteful and wanting in OLD cottages, houses, stores, churches, schools, etc. Ever heard of any one going back to other forms of heating once they have tried our way? Any argument in that to you?

Please let us tell you the full story, free, and present attractive price. No tear-up necessary—and in these less hurried months you get the services of the most skilled, quickest fitters! Ask for free valuable booklets. Inquiries cordially welcomed.

DEPT. 29

AMERICAN RADIATOR COMPANY

CHICAGO

and giving reasons, strong or otherwise, as the case may be, why the trade should recommend or instal their particular makes.

A furnace should have the following qualities: 1st. Perfect Combustion. 2nd. Perfect Radiation. 3rd. Simplicity and Durability of Construction. But making these claims for a furnace is not advertising. The requirements for them should be explicitly stated, and the proofs of their actual existence should be convincingly presented. Besides, they are merely the groundwork of furnace advertising.

There are a few prominent manufacturers of steam and hot water heating systems in Canada, and all claim, with varying degrees of reason, that the perfection-of-the-product is theirs and theirs alone. This

line of advertising can never be effective. The manufacturer's business, as far as his advertising is concerned, is to prove the perfections of his own product without referring to the defects, real or imaginary, of his competitors.

There are several catalogues issued by prominent manufacturers lying on my desk as I write this article. A catalogue should come nearer making actual sales than any other piece of commercial literature printed. These catalogues are not built to make sales. None of them could be positively termed illuminating advertising. Some of them must have cost considerable money. It would be hard to imagine a tradesman wading laboriously through this stuff. As a matter of fact, he would not do it. Moreover, I would not like to assert that more than a meagre percentage of the whole output was filed. A great many of them were undoubtedly flung into the waste paper basket, or under the counter. The life of a catalogue should be considered by firms spending considerable sums on them annually. The average working life of these catalogues would be correctly estimated at about one month. The catalogue is an important representative of your institution. It should be properly arrayed in buckram covers. The respect paid to it will more than compensate for the extra cost. No sane man will hand over a well-bound book to entertain the baby. Nor will he fling it under the counter. An extra 2½% would have arrayed the whole outfit before me in hard covers. I might add that a treatise on the theory of heating and a chapter on the installation of a heating system would have added to the effectiveness of all as advertising matter.

Tradepaper advertising should be just as strong and convincing as the manufacturer's money can buy for several apparent reasons. Tradesmen are critical readers. They analyze all claims made. They bring practical knowledge to bear on your advertising. Surely it is hazardous, to say the least, to claim superiority for a heating system in the publicity pages of a trade paper without advancing logical reasons for it. To publish mere claims is a good way to injure your system in the eyes of men whom the manufacturer should do his best to secure as active allies.

The advertising manager of a big manufacturing business should never waste ammunition. There are two ways of conducting an advertising campaign successfully. An extraordinary appropriation will create a market for any marketable commodity, even when handled injudiciously. A safe and sane appropriation will do the same thing quicker—certainly more effectively when handled by a man who considers the advertiser's interests all the time.

The trade paper is condemned occasionally, as an advertising medium, by men who fail to give it a square deal. Buckshot in a long range rifle will not do much damage to game a mile away from the hunter. Some time ago I read an ad. in a trade paper about a boiler—a page ad. at that. The makers declared that they were proud of this boiler, but they failed to tell the reasons why. The manager of the paper courteously pointed out the weakness of the copy, but the makers expressed the belief that the copy was excellent. Let us reason out this particular ad.—the why of it. It isn't logical to suppose that the manufacturers bought the space to tell men who knew all about their boiler something about it. No, that space was bought for the purpose of convincing men who didn't know this boiler's efficiency, of the merits of the apparatus. There could not be any other sane reason for the existence of this particular ad. The copy does not contain one word which could not be truthfully said about any boiler, or bicycle, or bar of soap. It merely states that the makers are proud of their product.

The reputable tradesman or contractor has his reasons for installing or recommending any heating system. The architect seldom specifies a par-

ticular system for very evident professional reasons. But there is not a single reason given in the ad. I have discussed that would make a sensible man believe in the efficiency of this boiler.

Good trade heating system advertising is hard to find. The Oxford boiler ad. shown in the cut is just fit to reproduce. The copy man betrays a knowledge of the fundamental principles of advertising. He aims to show why the trade should favor the Oxford boiler. He gives a few actual facts which will interest the man who isn't a "wise heating man." He tells something about the Oxford boiler—very little, but he does tell something about it. But the selling force of facts is utterly destroyed, in this case, by the foolish assumption that the trade can be jollied into a preference for the Oxford heating system. This space was surely bought for a very different purpose. Some men would read this ad. who were in the habit of recommending another system. Is there a single sentence in this ad. that would make these men abandon their preference and adopt the Oxford System for the future? Not a sentence with the shadow of a reason in it to make them do so. On the other hand men, who know all the adman assumes they know, would not read the ad. for the obvious reason that they didn't need to. Mark Twain stood at the grave of Adam and tearfully declared: "Poor Adam, you never had much of a chance." It's a certainty that this kind of copy does not give any publication much of a chance to prove its effectiveness.

The Oxford ad. might have been written for any one of four trade papers. Copy should never be spread that way. It should be specially prepared for the readers of a publication. The architect, the builder, and the hardware dealer look for the same merits in a heating system, but their viewpoint is distinctly different.

The advertising of a heating system affords considerable scope for the exercise of real advertising ability. In my opinion, the basics of this advertising is all wrong. The manufacturer looks on his catalogue as a ready reference for the trade, and if it were always that it might be tolerable. But—the catalogue should be something more. It should prove, just as plainly as the English language can prove any proposition, the superiority of his heating system. His faith in his product is based on good solid reasons—reasons that will appeal forcibly to the common-sense of the trade and consumer alike. The place to promulgate his business creed and to give reasons for it, is right in his catalogue. The right kind of catalogue should cut the cost of booklets, and direct appeal stuff to a minimum. It should tell the trade all it wants to know about his system. If the first issue is made as accurate as his heating system, the plates should be valuable. They would only require remodelling as his system improves. The catalogue should not be a ponderous volume. Nor should it be ultra dignified. Dignity is all right, but business is business. You are talking to practical business men. They know something about the theory and practice of heating. And their opinion of your system, in many cases, cannot be better than your catalogue.

Having produced a catalogue just as perfect in every detail as his heating system, the manufacturer's next move is to get his book into the hands of the trade and get it read. Trade paper advertising is meant to stimulate inquiries for catalogues. It should accomplish all that and more. There should be a definite interest in the catalogue or product—a definitely expressed interest before it leaves your mailing department. This interest can only be economically created by trade paper advertising, or by the direct appeal. Each chapter in the book should be a complete ad., but your business story should run smoothly and evenly from cover to cover. And the story your catalogue tells should be published serially in one or more trade journals, as the case may be, every chapter being made to conform to the viewpoint of a publication's readers.

Just one word more about the economic aspect of all this before passing on to consumer advertising. Manufacturers employing capable heating engineers turn out a perfect product. Radical changes are brought about gradually. When the catalogue is as accurate as the heating system, only slight changes or an additional note or two is required. The accuracy and exactness, evident in good heating systems, would reduce catalogue expenditure in this line of business by a considerable margin—if they were featured strongly in the catalogue. Your catalogue should be as permanent as your heating system. Your book should portray your product perfectly.

The fundamental principle of all good advertising is economy. The whole advertising business is hurt and the volume of it curtailed by extravagance or carelessness or both.

Some firms have reduced the practice of heating to an exact and simple science. But advertising on this subject lacks a definiteness which it should possess. Accurate and forceful advertising would increase the sales of almost any manufacturer in this line. Our big manufacturers realize this fully—so fully that they incur considerable expenditure in their efforts to better their advertising.

The Wise Heating Man
knows where to find the best goods.

The Wise Heating Man knows that the
OXFORD BOILER

is larger across the grate, and heavier, size for size, than any other boiler—

He knows that Heavy Iron Push Nipples connect the boiler sections. No rubber joints—He also knows that the inclined fire-pot walls and bell-mouthed first section will save his customers coal—incidentally, on the small sizes, there's only one joint to make—see cut—

The customer knows at a glance that these triangular revolving grate bars, gear-driven, are miles ahead of any rocking bar and they are removable through the front of the boiler—

The trade are well-acquainted with

**OXFORD
TANK
HEATERS**

Bright Idea and Oxford Steam Boilers—round and sectional. Oxford Radiators—a style and size for every possible need. But the boiler's the heart of the job—and with the Oxford, you get it right.

Stock Carried at Toronto, Hamilton, Montreal, Winnipeg, Calgary, Edmonton, Vancouver.
MEANS PROMPT SHIPMENT

THE GURNEY FOUNDRY CO., Limited Toronto

The majority of our readers know a good deal about the American Radiator Company's advertising. You are also acquainted with the advertising of Canadian manufacturers in the same line. The majority of ad-readers cannot compare the different systems, but they can and do compare the advertising. We have not the space to reproduce more than one ad. of the American Company's series, nor is it necessary for us to do so. The text of the whole series is "Heating Facts." And each ad. gives a number of interesting facts, and incidentally they all emphasize the point that the purchase of American Radiators and Ideal Boilers is a dividend-paying investment. Despite the extravagance of some claims advanced by this company, if I were to build to-morrow, and had to judge heating systems by the advertising, American Radiators and Ideal Boilers

would certainly be specified in the contract. The advertising of the American Company keeps on forever emphasizing the following points: durability and simplicity of construction—a dividend-paying investment—cleanliness as compared with obsolete heating systems, and comfort. The copy is always

clever, forceful and well illustrated. It stares people in the face, from all sorts and conditions of publications, during the coldest months of the year—just the time when people are apt to pay most attention to “Heating Facts.”

We do not say that this advertising is anywhere near as definite as it should be. Only a few specific advantages are mentioned in connection with this heating system, and it is questionable if they are specific. But, this much must be said in favor of the American Company's advertising. The copy-writer has relegated his and the manufacturer's ideas of advertising to the background. He has built the copy, piece by piece, with only one end in view—that of capturing and holding the attention of the ad-reading public. We might also assert that this copy has created many ad-readers.

The following conclusions are at least logical:

The wisdom of advertising a heating system, as some of our manufacturers have done, during the summer months, is doubtful. People, as a rule, who build or buy homes, decide on the plans and specifications during the winter season. You are not likely to suddenly decide on investing several thousand dollars or more in a home. If I intended to build next spring, or next fall, I would certainly be in a position to tell you during the coming winter the heating system I had decided on. You could give me the same information.

The heating system manufacturer should hammer home the perfections of his product throughout the winter season. Attack the prospective home buyer or builder when his mind is plastic. You may be producing the best heating system on earth, but tell the man who wants to know the facts about heating all you have to tell before he has come to believe in the merits of a competitor's product. Start consumer advertising in the newspapers and other worthy periodicals when the snow begins to fly, and keep it up while Jack Frost is liable to be a visitor. Then stop.

And, while you advertise, see to it that your copy portrays exactly the perfections of your product. Prove fuel economy. Emphasize the simplicity and durability of your system. Tell the people that it is a good investment. Appeal to their sense of saving, comfort, and cleanliness. Do all this as well as you know how during the winter season, and you can afford to lose all the trade your competitors will gain by late spring, summer or early fall advertising.

Judicious advertising should increase the sale of Canadian heating systems just as much, proportionately, as it has increased the business of American advertisers. One concern, paying a fair price for the copy, admits that much. If your advertising has proved less profitable than you have reasons for believing it should, it is safe to concentrate attention on the copy. The man, who invests fifteen to thirty thousand a year in city or town lots, does not let them lie idle. Nor does he build shacks on them. But he does erect good residences, or dividend-paying blocks—he enhances the value of the land.

To invest twenty or thirty thousand annually in newspaper and periodical space, and to fill that space with generalities, or mere assertions, is certainly a poor business policy. The value of land is in exact ratio to the value of the buildings erected on it. The copy always does determine the value of space in any newspaper or periodical. General assertions may keep your name, or the name of your product, before the eyes of the public—to your disadvantage. Strong, convincing copy, judiciously placed, will change your so-called necessary expenditure into a first-class investment.

T. J. S.

Giving an ad. to a church program, like kissing an old maid, is charity.—Rusty Mike's Diary.

A Weak Point in Distribution

Canada's Six Million and a Half People
Could be Induced to Consume More Goods of
Every Kind with Better Retail Advertising—A
Suggestion for Manufacturers and Wholesalers.

THE character of the advertising done by retailers should concern the manufacturer. It must be considered as a link in the chain that goes to make up his system of distribution. At the present time it is, generally speaking, a pretty weak link. Some manufacturers might minimize its importance on the ground that they do their own advertising to the consumer. However, that does not alter the fact that if there is any additional benefit to be derived from the advertising of the dealers it should not be neglected.

Most classes of goods must go to the retail stores for distribution. The business of the manufacturer depends upon just how quickly they can be moved out to the public. The better the dealer's advertising the more frequently he will turn his stock, with proportionate profit to both himself and the manufacturer.

It is admitted that retail advertising, in the great majority of cases, is exceedingly poor. It must also be admitted that a large demand which might otherwise be created is lost through this condition of affairs. With good retail advertising Canada's six million and a half people could be induced to consume more goods of every kind than they are now doing.

How to apply a remedy may look like rather a big problem, but it can be solved.

Individual manufacturers could not economically do much to improve the situation. In the lines of business where they sell direct to the retail trade, we would recommend that their sections of the Canadian Manufacturers' Association take the matter up. Where the goods are sold through wholesalers, the latter could best deal with it.

Take grocery products for instance. Most of these lines are distributed through the wholesalers, who are affected equally as much as the manufacturers by the weakness of retail advertising. Let us say that the wholesale Grocers' Association decide to do something. How should they go about it?

Their best move would be to have an expert advertising man draw up a series of advertisements covering every week in the year, each one dealing strictly with seasonable goods. After being approved by the Association the ads. would be set up, and

a sufficient number printed to supply a list of all the dealers in Canada handling groceries. And the dealers would appreciate and use them as models. The benefit accruing to the wholesalers and manufacturers as well, would more than pay for the expense entailed within a short time—and it would be permanent.

SPECIAL ANNOUNCEMENT.

Unparalleled Slaughter Sale!

—OF—

Ladies' and Children's UNDERWEAR

A Job Lot of One Hundred and Forty Dozen to be sold at Marvelously Low Prices.

Come and secure some of the **EXTRA VALUES** offered at this Great Bargain Store.

Bishop & Layton

DIVISION STREET. ROSS' HARDWARE STORE

The ready-made ad. is not an experiment. There are concerns in the United States which make a business of selling them to merchants who lack either the ability or time to write their own copy.

In the accompanying illustration we show about as crude a piece of retail advertising as it would be possible to find. The

goods are set down merely as ladies' and children's underwear, 144 dozen. That's the whole story. The public want to know what the underwear is like, what the price reductions amount to, etc. A couple of price quotations, backed up by descriptions, would be worth all the abstract promises of "marvellously low prices" and unparalleled slaughters that could be crowded into a full page. Aside from their ineffectiveness because they are abstract these expressions are sensational, and sensationalism should be avoided. Merchants should talk to the public through their ads. just as rationally as they would talk to these same people over their counters. There's nothing hysterical about good advertising; it is simply a plain business story told as interestingly and truthfully as possible.

In suggesting an improvement to this ad., and using about the same information as must have been available to Bishop & Layton, we would suggest as a heading "Big Savings on Knit Underwear," and an introductory paragraph reading as follows: "Because we were able to pay spot cash we secured from one of the large wholesale houses a big price concession on a lot of ladies' and children's underwear. This enables us to offer you a number of very attractive specials, at a time when you will appreciate them strongly. There are 144 dozen garments in the lot, and all have been priced for quick selling. Here are just a few items to indicate the splendid values arranged for this sale." Then should have followed several items of this character: "25c. for regular 50c. and 75c. children's fine Swiss ribbed pure wool vests, ———'s make, long sleeves, high neck, closed front, plain finish, tape ties, cream and natural." The women of the town where Bishop & Layton do business would have read such an ad. with as much interest as any personal paragraph in the paper. It would have had a real news value to them. As a business producer it would be miles ahead of one that did appear.

It is unproductive advertising of the kind illustrated that it would pay the manufacturer and wholesaler well to eliminate.

—Tobin.



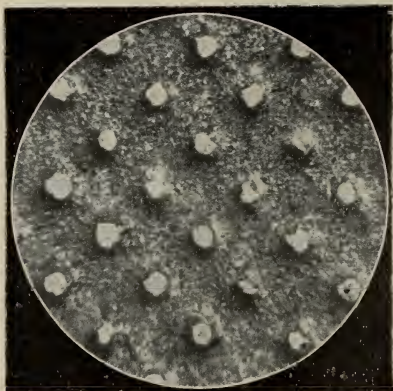
The man who does not adv. when business is good, like the man who neglects his coal in summer, does some wild hustling later on.—Rusty Mike's Diary.

With three meals ahead and the advertising columns open to him, a man ought to be able to conquer the world.—"Burba's Barbs."

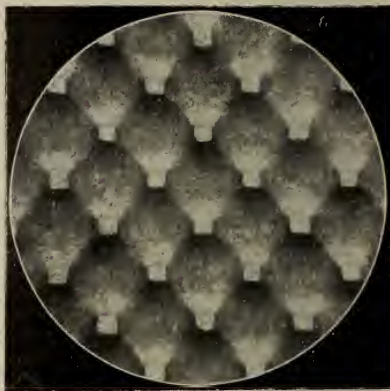
The employe who never disagrees with you should not be kept.

Too Busy to Read? —

*It won't take a minute and may save you hours to read about
Our Levy Acid Blast Etching Machines*



The above cut shows a small portion (greatly magnified) of the face of a half-tone plate, the smooth dots forming the printing surface. *This plate was hand etched.*



This plate shows a similar portion of a half-tone plate, *machine etched*, by our new and exclusive process—the *Levy Acid Blast*.

NOTE the clean, square, sharp dot, the smooth, deep depression where etched and the uniform quality of the *machine etched plate as compared with the hand etched.*

WE CLAIM

¶ That half-tones etched by our *Acid Blast Process* are 100 per cent. deeper than *hand etched* plates. ¶ That the impression is cleaner, the tone values truer, and the life of the cut much longer. ¶ That they produce better effects than hand etched plates on the same quality of paper, making possible a great saving in cost of stock on close jobs. ¶ That electros and stereos from *Acid Blast Plates* are much sharper and cleaner than are possible from the old style. Ask your electrotyper.

*We are the only firm in Canada equipped with
the Levy Acid Blast Etching Machines*

The Toronto Engraving Company

Limited

92-94 Bay Street, Toronto

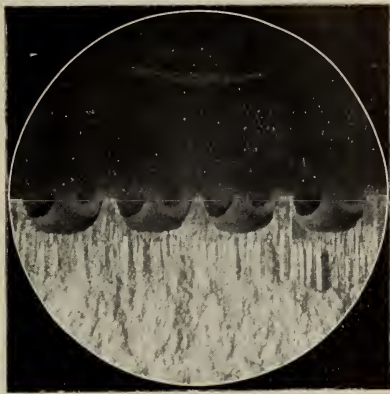
— Look at the Pictures

*They are made direct from micrographs
taken by Mr. Louis E. Levy, inventor of*

Levy Acid Blast Etching Machines



Cross section of a half-tone plate, *hand etched*, showing the shallow etch and ragged shape of the half-tone dot.



Cross section of a half-tone plate, *machine etched*, by the *Levy Acid Blast* process. Compare them closely, and

NOTE the extreme depth, the strong conical shape, and the absence of "undercutting" on the *machine etched* plate. Shallow, ragged, undercut dots are the inherent faults of the hand etched plate.

LINE CUTS

Practically all that has been said about half-tones is equally true of line cuts, and the difference is even more apparent to the naked eye. Our *Acid Blast Line Cuts* make an ordinary zinc etching look like an accident. ¶ All our line etchings and half-tones up to 100 line screen are etched by this process, and printers everywhere who are interested in getting and giving good value should send us a trial order.

The Toronto Engraving Company

Limited

92-94 Bay Street, Toronto

OBJECTS OF U. S. ADVERTISING CLUBS

The objects of the Associated Advertising Clubs of America are set down as follows :

To develop the science and art of advertising, and to assist in the formation of local advertising clubs for the benefit of merchants, manufacturers, buyers of advertising, sellers of advertising, writers of copy, and kindred interests.

To encourage the interchange of courtesies between various local organizations and their members.

To disseminate information regarding the possibilities of non-advertised enterprises.

To exchange creative ideas in advertising and salesmanship.

To promote co-operation between the sales and advertising departments of business enterprises.

To endeavor to harmonize conflicting interests.

To bring about a greater realization of the importance of advertising.

To assist in the development of the smaller advertiser.

To compile and publish from year to year general statistics of the comparative growth of advertising.

To furnish data regarding localities, population, and conditions, to the end that the advertiser, buyer, or seller may be enabled to formulate campaigns more intelligently.

To collect available rate cards.

To furnish to members from time to time important and useful information by bulletins and other means.

To keep on file all available statistics of the circulation of advertising mediums.

To gather other available statistics not attainable by individuals without great expense and inconvenience.

To define abuses and co-operate for their correction.

To expose fraudulent schemes and their perpetrators.

To maintain a bureau for the registration of advertising men, and to furnish to employers, upon application, lists of those available.

Never wink at the overcharging of a customer. Reprove a clerk as quickly for an error in your favor as for one in favor of the customer.

Printers & Bookbinders

for fifty years



The Hunter-Rose Co.
Limited
12-14 Sheppard St.
Toronto

Economic Advertising

will accept condensed advertisements at the rate of two cents per word for first insertion and one cent per word for each subsequent insertion.

Canadian Life and Resources

Canada's First Illustrated Paper

A very valuable advertising medium with a large SWORN circulation. Covers Canada from Halifax to Vancouver. There is not a city or town in the Dominion in which the magazine is not largely subscribed for.

For advertising rates apply

Head Office, Montreal
or 43 Victoria St., Toronto
or any Advertising Agency



No. 2
Letters from
Experienced
Advertisers

No. 1 was from The Pedlar
Metal Roofing Co., Oshawa

THE H. O. {Hornby's
Oatmeal} COMPANY
BUFFALO, N.Y.

2nd October, '08

MESSRS. J. J. GIBBONS LIMITED
TORONTO

Dear Sirs—

We are just in receipt of detailed statement showing the expenditure made in our last campaign on "FORCE" and KORN-KINKS. We appreciate the trouble to which you have gone in the preparation of a statement of this nature. It is comprehensive and shows us at a glance just exactly what we want to know, and will be of considerable value to the work of this department. We wish to commend you upon the way which you handled our advertising. You have given every possible attention to the details of the work, have been careful and conscientious in the placing of the contracts, have rendered us bills and statements that would be clear even to a novice, and the co-operation and follow-up which you have given us has been very gratifying and the results obtained have justified our selection of you as our advertising representative in Canada.

If we can be of any service to you at any time in the future when you are seeking new clients, you are at liberty to refer them to us and we will be only too glad, indeed, to say a good word for you. You may rest assured that as long as the writer is connected with the Advertising Department of the H. O. Company, there will be no doubt as to who will place our advertising in the Dominion.

Yours very truly,

THE H. O. COMPANY,

Advertising Dept.

By E. F. Olmsted.

J. J. GIBBONS LIMITED
ADVERTISING
TORONTO MONTREAL ST. JOHN, N.B.
119 Wellington St. W. La Presse Bldg. Ritchie Bldg.

Economic Advertising

A MONTHLY
MAGAZINE
published in



the interests of
CANADIAN
ADVERTISERS

STEWART & TOBIN, PUBLISHERS, 43 VICTORIA ST., TORONTO

A Comparison

One of our Toronto evening contemporaries has been thoughtful enough to prepare a statement as to the relative amounts of display advertising carried by the six Toronto daily papers.

This statement illustrates the very important fact that THE NEWS carries more general advertising inside the city and outside the city THAN ANY OF THE OTHER FIVE DAILY PAPERS. These are the figures :

NEWS	1,690 inches
Globe	1,680 inches
Star	1,525 inches
World	1,410 inches
Mail	1,200 inches
Telegram	800 inches

With this record in general advertising, and the very creditable amount of city retail advertising carried, the fact that advertising in THE NEWS is a paying investment is very clearly established.

We would ask, in figuring on your advertising expenditure for 1909, that you keep these figures in mind. The result will doubtless be a large share of your appropriation for THE NEWS.

A Profitable Service

NEWSPAPER and periodical space costs you thousands of dollars annually. That investment should yield tangible net profits. At the end of a year you should be able to place your finger on any piece of advertising and tell the approximate results in dollars and cents. Can you do it ?

Filling space profitably isn't an easy job. Your strongest selling arguments must be clearly, frankly and forcibly stated. Your advertising must reveal the perfections of your product—*your* knowledge of the goods.

The man who fills your space must keep in touch with you, because the facts you know about your product are the facts the people want to know. We have perfected a unique service. It will pay any manufacturer in Canada to know more about it before placing his appropriation for 1909.

Stewart & Tobin

Aberdeen Chambers

Toronto

1 Retailer — 2500 Consumers

Q Every new retailer whose active co-operation the manufacturer secures means a strong recommendation of his goods to from 100 to 500 families, representing 500 to 2,500 consumers, approximately.

Q The retailer knows most of his customers personally, and enjoys their confidence. In nine cases out of ten he is in a position to decide the sale.

Q For every thousand circulation in one of the MacLean Trade Newspapers, the manufacturer can indirectly influence the buying of from 100,000 to 500,000 consumers.

Q Seventy-one subscription men keep circulation always up to the minute.

The Dry Goods Review

Hardware & Metal

Canadian Machinery & Mfg. News

Bookseller & Stationer

The Canadian Grocer

Plumber & Steamfitter

The Power House

Printer & Publisher

Also Publishers of

The Busy Man's Magazine

The Financial Post

The MacLean Publishing Company

LIMITED

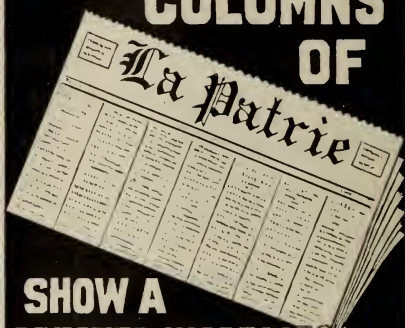
The Largest Commercial

Publishing House
in the World

MONTREAL
WINNIPEG
NEW YORK

TORONTO
LONDON, ENG.
CHICAGO

THE ADVERTISING COLUMNS OF



**SHOW A
GREATER INCREASE
DURING THE PAST
SIX MONTHS THAN
THOSE OF ANY OTHER
MONTREAL NEWSPAPER**

**THERE'S A REASON.
THINK IT OVER!**

Economic Advertising

T. Johnson Stewart, Editor

T. J. Tobin, Business Manager

Vol 1.

Toronto, January, 1909

No. 5

Straight Talks

A Strong Appreciation

HO. EDWARDS, advertising manager, Canadian General Electric Company, Toronto, writes: "I have received several copies of 'Economic Advertising,' and do not wish to neglect any longer complimenting you on the publication. I have noticed a steady improvement since the first copy, and will say that the last copy (December) was to my mind one of the most valuable issues of your magazine that I have yet seen. If advertisers as a whole could only read and digest the matter contained in the last copy, I feel satisfied that copy-writers would be more in demand, and that your staff would have to be largely augmented to take care of the increased work.

"I wish you every success in your publication, and trust that the new year will be one of great prosperity for you both."

The Outlook

"The volume of advertising for 1909 will be immensely greater than ever before in the history of the Dominion."

That's the opinion of one of the ablest publishers in the country, and while there is much in sight to warrant the assertion, we may safely accept it at a discount. The depression afforded a splendid opportunity for one or two manufacturers, in almost every line of business, to make unparalleled successes as advertisers. Our reverence for the term "Tight Money" amounted to feticism last year. As a matter of fact there was more actual money in Canada last year than ever before. But people had grown weary of the over-speculative spirit. Many dreaded it, and reasonably. All our citizens wanted was good, solid investments for their cash. An intrepid real estate firm might have

cornered the faith of hundreds of live, satisfied customers by up-to-the-minute advertising. And we need hardly reiterate the fact that manufacturers who invested considerable money in advertising last year reaped golden harvests. Results are still pouring in from their investments in white space, and we know one or two big business men who will look forward to the next depression with a certain degree of glee.

The time to make a dent, at the lowest cost, by advertising, is to increase your appropriation when the other fellows close up tighter than clams. The depression of 1908 will be remembered by some concerns as the period when they laid the firm foundation of material and abiding success.

That the volume of advertising will increase this year goes without saying. That it will be immensely greater than ever before in the history of the country is doubtful. For the simple and apparent reason—but that's another chapter in the story.

Expenditure versus Investment

Too many firms look on all advertising as an impious fraud—an unholy device or series of devices, engineered by experts on behalf of the publishers. It is wearisome to insist again and again that advertising is not an expenditure—a mere spending of money. When it is that it is not advertising at all. This publication exists for the purpose of hammering home the truth, viz., that advertising must have all the elements of a first-class investment and must be regarded as such by every business man. One would naturally infer that the publishers of the country know enough about advertising to classify it properly. It is amusing to read some answers forwarded to letters soliciting business for this publication. A majority of our probable advertisers (the publishers) tell us, naively, that they cannot afford to spend the money—that they can reach their probables by letter, et cetera, et cetera.

Profitable Advertising expresses our point of view admirably in the following editorial:

The Expense of Advertising

In common with every advertising medium, P. A. is occasionally in receipt of a letter reading something like this:

"Replying to your favor of the . . . , we thank you for calling our attention to Profitable Advertising, but do not care to increase our expense in this direction at the present time."

It is not for the purpose of expressing regret that such letters find their way to us that we refer to the matter. We are not immune. We get the poison, and we have to absorb the anti-

dote. But how foolish, how self-revealing, such letters are, when they come from newspapers or magazines! They should never be issued from the office of any kind of an advertising medium, and they would not be if the managers of the said mediums knew what advertising is. They show so conclusively that the men in the advertising business do not appreciate the first letter in the alphabet of advertising.

What would the advertising manager of any good advertising medium say if some prospect should plead that advertising is an expense, and that therefore he could not purchase any? There would follow a very vigorous protest, and an argument to show that advertising is not an expense; and the advertiser would be put down as very much of a back number, rightfully and righteously.

The melancholy truth is that as yet the advertising managers of many of the papers, and some of the magazines, have not arrived. The man who talks of advertising as an expense does not know the first letter of the alphabet that makes up the words to describe advertising. If there are fundamental principles in advertising, one of the chiefest among them is the impregnable fact that advertising is not an expense. This has been demonstrated and demonstrated, yet if the advertising men do not themselves know and recognize it how can they expect to establish it in the minds of the advertisers?

Profitable Advertising sells increased business to its advertisers, as every good advertising medium does. It is not an expense for any legitimate dealer in advertising to advertise properly in this journal. It is stock in trade. It is merchandise that can be sold again and again, and still remain to be again sold. It is no more an expense for the merchant to advertise than it is for him to buy more goods to renew his stock. It is not only false to allude to it as an expense, it is suicidal.

Whoever sells good advertising sells business, sells income, sells bank accounts, sells expansion, sells growth, sells progress, sells power.

Many of the professional advertisers do not know how to advertise their business; and the reason that they do not is because they have not faith in the advertising business; and the reason that they have not faith in the business of advertising is that they do not know advertising. This may seem like heresy, but it is true—strictly and pitifully true. Some time the advertising men will find out that there is more in advertising than soliciting business and writing copy; more even than making statements of circulation, figuring comparisons, chaffering with agents, or making policies for the concerns that do not advertise.

Some day professional advertisers, including publishers, will learn to advertise their own business, will have enough faith in advertising to advertise their own business, and will quit calling advertising an expense.

The House Organ

Mr. Fitzpatrick contributes a bright article on "The House Organ in Canada," but whether he has defined exactly the sphere and usefulness of this form of advertising is questionable. We are inclined to think that the majority of Canadian manufacturers could only use a house organ profitably as an auxiliary to a considerable appropriation invested in newspaper and periodical publicity. A live trade press makes the publication of a house organ an unnecessary expenditure—as far as the majority of our manufacturers are concerned. Moreover, unless the manufacturer can afford to retain the services of a first-class advertising man, like the editor of "Gilt and Glimmer," his house organ would be merely another booklet. "The Philistine" is the greatest house organ ever published for the simple reason that it is not primarily a house organ at all.

A SMELL NOT A SAMPLE

The American Perfumer has succeeded in conveying to subscribers a well-defined odor of a perfume, in connection with an advertisement of the company producing it. The advertisement is printed upon a sheet of filter paper, bound in as one of the pages of the periodical, and in a corner reserved for it a drop or two of the perfume has been absorbed by the paper. One hardly needs the direction "Smell here," which is printed above the spot containing the odor, for a whole room is quickly filled with it after the magazine's entry.

EDGAR ALLAN POE AND ADVERTISING

In a little-known story, written by Edgar Allan Poe, called "The Angel of the Odd—An Extravaganza," he speaks of getting up early in the morning, and adds, "I took myself to a stray newspaper in despair. Having carefully perused the columns of 'Houses to Let,' and the column of 'Dogs Lost,' and then the two columns of 'Wives and Apprentices Run-away,' I attacked with great resolution the reading matter." This is quite interesting, because it shows that Poe, fond as he was of literature, read (for he wrote what is here quoted in 1844—65 years ago) the advertisements then in vogue, before he read the news, or the poems and stories.

Successful Automobile Advertising

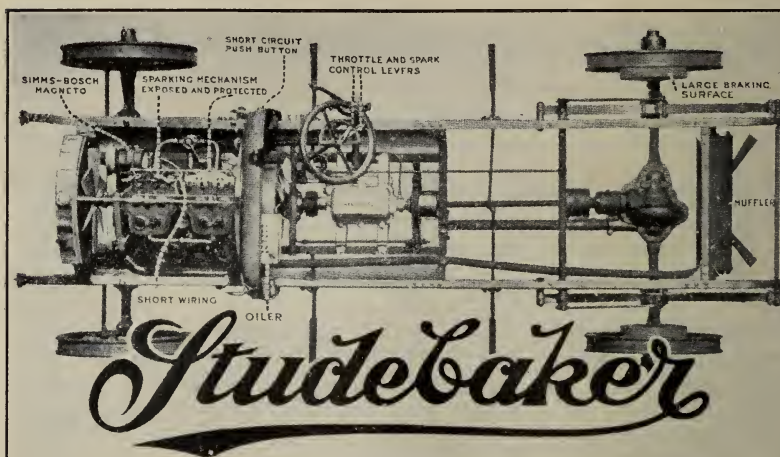
No More Difficult Article to Advertise Than an Automobile—
An Article Reproduced from Presbrey's "Little Book" that
Should Prove of Lively Interest to Canadian Manufacturers.

THE automobile industry in America is growing fast. Soon the market will be glutted. Within a year or two the elimination of all but first-class builders will begin. The poor machine will be wiped out; unfortunately, with these will disappear a good many sound makes whose manufacturers failed to invest a good part of their earnings in educating the public to know the virtues of their car by its name. An automobile manufacturer must advertise this year not to sell his next year's output, but to keep his car in the selling game five years hence, when the real competition will be on.

There is not a more difficult article to advertise than an automobile. This may account for the vast number of poorly advertised cars. Not that it's difficult to sell cars. The public is automobile mad—and a glib salesman among a flock of ignorant purchasers—well, if he can't make a sale it's his fault. The car with the biggest sale is by no means the best car—but a few little things like aftercost don't seem to enter into the horizon of the purchaser at all. Even the makers of high-priced cars aren't having much difficulty in disposing of their product just now—but later it's going to be different.

There may be a dozen cars that are dependable; but with all due apology to their press agents, there are not more than six that an experienced man would buy. These six have proven themselves so, not by their advertising but by experience. They have had to tell their own story. One of the most successful manufacturers of moderate price cars in this country has never gone outside of trade publication to tell his story. The car was made right, and an automobile that's made right will sell itself.

Let us take that car. It has been good from the beginning. Designed by practical men—made throughout, big parts, little parts, not only of the best material, but in the best way. The designer studied weight per horse-power; he thought of the economy of tires, how little the customer need pay to keep the car up to its work. He built this car to stand up, to run finely and smoothly in all seasons and on all roads at the lowest possible cost to the purchaser—and it did. Now in advertising that car—for soon competition will demand it—what splendid ma-



"THE AUTOMOBILE WITH A REPUTATION BEHIND IT"

SIMPLICITY versus MULTIPLICITY

Compare the simplicity and strength of the Studebaker Chassis with the complicated devices of other high-powered cars. Then you will understand why you never hear the owner of a Studebaker car complaining about his repair bills.

1. Spark control mechanism protected by an aluminum hood. Can be removed almost instantly.
2. Less than two feet of wiring required to furnish current for make-and-break spark—only wiring on the car. Low tension—no short circuiting troubles.
3. Low tension, Simms-Bosch magneto.
4. Short circuit push button. The engine can be instantly stopped by pressing this button with the toe. (Not shown on this photo.)
5. Muffler. Gases escape from vents at each end, close to the wheels, and greatly assist in keeping down the dust.
6. Oiler, mechanically actuated. Located over the exhaust pipe and warmed in cold weather by the exhaust.
7. Throttle and spark control levers both placed conveniently upon the steering wheel.
8. Large brake surface, metal to metal contact, placed on both rear wheels.
9. Instead of being bolted to front axle in the usual method, the springs are held by forked steel drop forgings.
10. The large dust shield is supported by leather straps, and is easily detached.

The Studebaker 30-35 H. P. Model H Touring car, with full equipment, costs \$4,000 and is worth every cent of the price. Send for our complete new catalog of gasoline and electric cars.

Studebaker Automobile Co., South Bend, Ind.

Branches

NEW YORK CITY, Studebaker Bros. Co. of New York
CHICAGO, ILL., Studebaker Bros. Mfg. Co.
SAN FRANCISCO, CAL., Studebaker Bros. Co. of California
KANSAS CITY, MO., Studebaker Bros. Mfg. Co.
PORTLAND, ORE., Studebaker Bros. Co. Northwest
SEATTLE, WASH., Studebaker Bros. Co. Northwest
SALT LAKE CITY, UTAH, Studebaker Bros. Co. of Utah
DENVER, COL., Studebaker Bros. Mfg. Co.
DALLAS, TEX., Studebaker Bros. Mfg. Co.

Selling Agents

BOSTON, MASS., Prentiss Motor Car and Supply Co.
ROCHESTER, N. Y., A. V. Hart
PHILADELPHIA, PA., Titman, Leeds & Co.
PITTSBURGH, PA., J. E. McNary Co.
ST. LOUIS, MO., The Union Electric Light and Power Co.
BALTIMORE, MD., Auto Supply and Storage Co.
CLEVELAND, O., Central Automobile Co.
TOLEDO, O., Kirk Bros. Automobile Co.
CHARLESTON, S. C., Citizens' Electric Co.
SAVANNAH, GA., Kramer & Wooten

A good example of a demonstrating advertisement.

terial he has, what a convincing story to tell! Economy is the keynote of automobile advertising; economy in everything but the building of the car itself; and the way this car is built, the way every car "should" be built, brings truth to every statement made for it.

"The Man from Missouri" is a rapidly growing factor in automobile selling, and his pocketbook lies very close to the Man. Tell him what he wants to know; make him believe, but hold his belief. He isn't so interested in first cost, or in the constant changes in transmission; in carburetor or ignition devices and in excuses therefor—as in the up-keep and the knowing what the car did last year and the year before. He wants to know what relation the weight has to horse-power and to the wear on his tires. He knows where he gets on, but he also wants to know where he gets off. He is tired of hot air stories, for he has heard the inside history of Glidden Tours—and the story of a hundred buyers who can tell the truth is better to his ears than whole pages of buyers' enthusiasm and bolstered proofs regarding automobiles that an honest man wouldn't recommend to his worst enemy. The living test of a good car can be demonstrated in type as readily as by word of mouth, but the car must be good, and all demonstration should be with an eye for five, ten, yes twenty-five years from now, when quality counts with every buyer, when every buyer goes over his car as an expert picks his own horse, when the consistent, well-balanced car is the car that stands apart. The dependable car, the car of economy will win. These two things—dependability and economy—cover the whole success not only of the car, but its advertising, and the simple, dignified proof of these two things, as related to a good car, told and retold, backed up by the eternally good work of the car itself, will win and hold this success, when the "Man from Missouri" is every man that buys.

The Matter of Copy

In automobile advertising the scheme of copy is necessarily the main essential upon which a successful issue of the campaign must rest. A review of the general trend of past and present copy reveals the fact that "no appeal is made to any particular class of purchasers," and that it consists chiefly in the coining of some catch-phrase announcing in broad, bold type the incomparable excellence of that special product, but is followed by no apparent effort definitely to state upon what particular points the broad claim of superiority is based. A general statement of this nature conveys little or no meaning to the mind of the prospective purchaser, does not give him any

definite points of guidance, fails to excite his immediate interest, and, lacking logical argumentative strength, falls short in the accomplishment of its purpose. A growing class of automobile buyers to-day to whom a medium-priced machine appeals is the married business man of moderate means. This class of "prospect" is already proving a big factor in the automobile market. This clientele is beginning to appreciate the convenience his possession of a machine affords, and the prestige it gives him among his business associates, while with but one machine to serve in various capacities, his wife is also a salient force with which to reckon. When the decision to purchase has once been reached, the question is naturally, "Which car can we afford?" This man does not look for the machine of lowest cost. His business instinct warns him against the danger of a cheap investment. As the purchase price would perhaps be somewhat of a strain on his resources, this purchaser must have a car of reasonable price, what is of vital interest to him, a car with the "lowest possible cost of maintenance," in the full meaning of the term. The line of copy to reach this field should open plainly and forcibly with the manufacturer's policy of "full value to the purchaser," giving the cost of the car and stating why, by reason of its durability and a minimum operating and repair cost, this is the one machine to buy when viewed from the standpoint of economy. If practicable this copy could be followed by an itemized annual cost sheet of some individual owner, a different expense account with each insert covering all conditions of use—city, country and touring service. In other words, the copy should give as tersely as possible—not in technical mechanical phrase but in comprehensible terms—all the information the average business man would want to know. It is thought that this copy could be made to appeal so convincingly and so forcibly to his sense of reason that the manufacturer adopting this scheme of exploitation would be entitled to and would receive the intending purchaser's first consideration.

On Enquiries

The inquiry interest, whether or not it is actually developed to a point which brings the inquirer to write to the manufacturer, is certain to be a factor in determining the value of automobile advertising in influencing sales.

We believe the majority of manufacturers will agree that there are two special things which effect the closing of sales—personal demonstration and recommendation, on the part of owners or those who know the car.

This true, every piece of advertising used by the automobile advertiser should be aimed "to convincingly demonstrate the car."

It must be remembered that the automobile business has long since passed the stage where sales come only from people who have never yet owned a car. There are many people to-day buying a second, a third or even a fourth car, and the proportion of this class of buyers will greatly increase as the years go. These people, having owned one or more cars themselves, are alive to car merits and appreciative of straight, true demonstration work, whether on paper or otherwise. They know more or less of automobile construction, and will be more influenced by a straight demonstration on the car's merits and superior points over other cars (if it has such points), than by any other kind of advertising, and we believe this same policy will appeal more or less to-day even to people who have not yet purchased a car. There is every day a greater and greater diffusion of real knowledge of automobiles among people who are likely future purchasers, and a greater and greater tendency to accept honest, truthful demonstration, in preference to vague claims, catchy phrases or press stories of made-to-order records.

Inquiries can be as easily secured from automobile advertising as from advertising any other commodity of like price, and the number and value of the inquiries depend entirely on the offer made to secure them. In a straightforward demonstration of the car's good points, good active inquiries may be secured by an offer to convey the complete story of the construction to the inquirer, and perhaps the inquiries secured in this way will, in the long run, be the most profitable to work out—the inquiries that will not only result in more direct sales through the agencies to whom they are referred, but which will further be more likely to develop new agencies where the car has, so far, never been handled.

It may be safely taken for granted that every man or woman who reads automobile advertising knows that each manufacturer has a catalogue or some sort of booklet to send, and that they expect this catalogue or other descriptive literature if they answer the advertisement. In getting up literature which is designed to pull replies, therefore, it may be taken for granted that the pamphlet which is of apparently general interest, will get more replies and secure more introductions to possible customers than the mere catalogue or trade booklet which describes the car. If you can offer in your advertising a booklet of general interest—for instance: "Automobile Travel," "Pleasant Motor Tours in Every Land," "Handling and Keeping up an

Automobile," "Reducing Repair Cost," "How to Choose a Chauffeur," "Avoiding Accidents," etc., you can be sure not only of increasing your inquiries, but of further (if you are careful to insert information that will be of real value to the inquirer), getting a personal feeling of friendship for your real proposition which will be of more than ordinary benefit to you. It is not necessary, of course, that this booklet should be devoted to general interest alone. On the contrary, many good selling points in relation to the advertised car may be skilfully worked in, and in a manner that will make them even more telling than if presented in the ordinary trade way. The booklet can be made both practical and profitable, and if rightly constructed, should serve as an especially good introduction to the trade catalogue which would of course accompany the general-interest literature which brings the reply.

The method of handling inquiries would depend, of course, entirely on circumstances. The straight-away inquiry for information should be handled in a manner entirely different from the general-interest inquiry; but whatever the nature of the inquiry may be, it should first of all receive the manufacturer's attention, and then be forwarded to the local agency for a personal demonstration, if possible, or at least for a personal call from a local agent's representative. The inquiry should be treated courteously and tactfully by the manufacturer, and the latter should immediately supply him with printed matter and the information he seeks, but at the same time the local agent should be got into action as soon as possible, and if there is no local agent, then arrangements should be made to give the inquirer, as nearly as possible, the same attention that the local agent would give were one on the ground.

Finally the full value of advertising automobiles will be secured when the time of the elimination of unworthy cars from the field arrives. The law of "the survival of the fittest" operates so directly in no other line of industry as in articles of mechanical power. The manufacturer of a good car who anticipates this condition and wins the public's confidence and faith in the full value of his car will continue his successful manufacture and sales when all the others go down and out in the real elimination trials of the next few years.

❧

"It is better to make a thousand mistakes and suffer a thousand reverses," says Van Dyke, "than run away from battle." Better still, it would seem, to hire a man who would never make the thousand.

The Letters of a Young Man To His Dad

LETTER NUMBER FOUR

Subject—"A Successful Man—The Man
Who Advertises."—Johnson's Dictionary.

DEAR DAD,—

Successful men are not born; but they sometimes happen. Fortuitous circumstances sweep all but minor difficulties out of their way, an indulgent Providence wraps them about in the garments of success and they are tossed into the goal—how, they do not know.

We measure men and their achievements about as awkwardly as the ordinary boy of ten would tackle the higher mathematics. I sometimes think that we have had only one successful man in the last two hundred years. The little Corsican warring against Europe, organized and practically federated for the purpose of bringing about his destruction, this man, malignant genius though he was, is about the only character of modern history who wrung a magnificent success—partial but still magnificent—from the reluctant embrace of unkind fates and hostile nations.

Venerable and honored sir! kindly jump from your success pinnacle—take your stand with your heir-apparent, who is a veracious if blunt historian, and let us scan the road you have traveled. Since the day you started on Bloomsbury road, right on through the decades, was there a single obstacle flung in your way which any member of the Johnson family, and all its collateral branches—any man of us all gifted with your temperament would not have overcome? Your natural qualities, temperament, environment and the fates all conspired to corner the first thousand pounds you owned. The majority of our breed would not have cornered that first thousand even sailing along in the company o' kinder fates; but, Lord bless your soul, sir! the majority of us are built of different stuff.

Seriously, Dad, don't you think that it would be wise and just to size up the man, his nature, environment, and the like, before painting any roseate picture of his success? Take your own case, for instance. You're the Daddy of all the bakers and biscuit manufacturers on the globe. Those who might have been your competitors for years, weakened just as soon

as they contemplated the bigness of your business, the ramifications of your interests. But the last ten years has produced competitors of very different calibre. These men are not afraid of His Britannic Majesty's baker and biscuit maker. They know you are entrenched in the field—that your outworks are banked with bags of capital. They also know that biscuit making has not been reduced to the last analysis. The Prolongers of Life, our good friends of the scientific medical fraternity, have been patiently searching out things—testing the food-stuffs which will sustain life easily—the products readily assimilated by the human organism. And your wisest and most aggressive competitors bring chemical knowledge and scientific skill second to none into their bake-rooms. They believe they are making better biscuits than you are and, furthermore, they give strong reasons for the faith that is in them in their advertising. One alert and brainy man may build up an immense business in the face of competition; but it takes a more sagacious man to hold that business together—if competition becomes aggressive, radical and scientific.

Frankly, Dad, you have an exaggerated idea of yourself and the hold you have on the market. I haven't a doubt in the world but up-to-the-minute methods and plain common-sense advertising on the part of your competitors will gradually lessen your volume of business. You're a big man in your way; but the real big business men of to-day are weighing the trend of affairs through the years to come. The "now" is provided for by the clear and exact thinking of yesterday. The people say that some of us are successful, many of us believe that we are successful, but few of us have done more than merely fringed on real success.

Dad, just as long as you maintain that advertising is not applicable to your business—as long as you fail to realize that it is an integral part of every twentieth century business institution—so long will an unbiased and well-informed man of the commercial world place limitations on what you so robustly term your success.

I'm no advertising enthusiast—I believe that I know too much about advertising to merit the title. It would be serene and touching idiocy to advertise all things under the sun. But any product with a tenth of the virtues of your biscuits can be wisely and profitably advertised. For instance, despite the claims advanced by your aggressive competitors, I believe your biscuits are the best baked on this planet. But the papers and periodicals of London tell the young matrons something about the "delicious goodness" of your competitors' product, but

The Canadian Collier's Advertising Policy

THE CANADIAN COLLIER'S accepts no advertisements of beer, whisky, or alcoholic liquors; no advertisements of patent medicines, or advertisements claiming medicinal effect; no investment advertising promising extraordinary returns, such as stocks in mining, oil, and rubber companies. The Editors reserve the right to exclude any advertisement which they consider extravagant in claim or offensive to good taste.

Collier's assurance of straightforward dealing establishes mutual confidence between reader and advertiser—an ideal condition for good business.



E. C. PATTERSON

Manager Advertising Department

L. M. Hart, Canadian Adv. Representative

1011 MARQUETTE BLDG., CHICAGO

never a word about yours. Hence your business is steadily declining. Your competitors recognize the new order of things. They advertise more or less wisely. You don't.

The patience, the research, the tireless energy that the great and only Sam of our long notorious family flung into the dictionary—you have almost flung all that into the biscuit business. Now, why in thunder don't you use some of good old Sam's plain words to tell the people of mighty London what you have done? When we talk of a successful business man to-day we say: "He's an advertiser."

Dad ! if you ever sink the Johnson sense enough into oblivion to dub my father "A self-made man," good old Ben and Sam will fling down their harps and let out a howl of derision long and strong enough to rattle the golden gate off its hinges. And I'll erect a marble monument over your remains with my private opinions inscribed thereon in gilt letters a foot and a half high.

Seriously, not because you need the money; but because a real dyed-in-the-wool, name-blown-in-the-bottle success insurance policy can only be bought by advertising. You must advertise, and keep on advertising. And, sir! it will pay you better to invest twenty thousand pounds in judicious advertising than to sink the same amount of money in suburban real estate.

I am forwarding under separate cover a test campaign which you might hand over to a reliable agency with instructions to trim it to suit the territory. Trusting that you'll wake up soon.

I remain, respected sir,

Your dutiful son,

PAUL JOHNSON.

Some of the best and most profitable advertising never induces a reply. But if advertising be rightly done, it will so enlighten possible buyers and so enhance the article in their esteem as to make it, in the long run, profitable. Advertising may not bring visible results every week in proportion to its cost, any more than a salesman does, but that advertising as a selling help stands squarely on all fours there is no longer any doubt.—*Selling Magazine*.

It is the iron rule in our day to require an object and a purpose in life. No life now wanders like an unfettered stream; there is a mill-wheel for the tiniest rivulet to turn.—Nathaniel Hawthorne.

Man wants but little here below; but he will have to advertise if he expects to get it.—*Exchange*.

The "House Organ" in Canada

Its Value Appears Not to have been Generally Realized—The Good Work that it Has Done in the States—By Paul Fitzpatrick, Sales and Advertising Manager, Stauntons, Limited, Toronto.

Mr. Fitzpatrick is responsible for the bright little House Organ, "Gilt and Glimmer," issued monthly by Stauntons, and which has become a real power in the promotion of their business.—Editor.

GETTING in with the man " is the hardest part of a salesman's job. To sell to one's friends is no great task. It's making the friends that takes time, energy, brain force and tact. Not the flowing-bowl friends, mind, but business friends, the men who keep their orders for your travelers, welcome them when they come and give the orders with no haggling for irregular concessions.

How many such friends have you? How did you make them?

"Got in with them right," didn't you?

Well, how did you do THAT? Pretty slow work, wasn't it? Just because advertising had but little to do with your past successes is no reason it cannot have much to do with future development in this line.

Distributing conditions, geography, in fact the sum total of economic development in Canada makes most urgent the necessity for securing business friends at long range. The only way to accomplish this is through the written word—advertising—and the best advertising instrument to do this work is the House Organ.

When I first came to Canada I was most impressed with the magnificent opportunities—then, as experience extended, with the magnificent geography and the equally magnificent cost of sending salesmen out on missionary trips to towns in the outlying "geography."

This problem of the manufacturer or wholesaler doing business throughout the whole of the Dominion (and it applies with equal force to the concern represented by half-a-dozen or fifty traveling men) so clearly defines itself that one wonders why the power of the House Organ has, apparently, been so generally overlooked.

It has done wondrous good work in the States, where its proportionate value is less than here in Canada. There occur to me, offhand, the names of a dozen little periodicals whose owners believe no other branch of their advertising is quite so

The Mail and Empire

Sworn Detailed Statement

Date.	Jan.	Feb.	March.	April.	May.	June.	July.	Aug.
1	58,522	44,013		37,761	38,253	40,326	60,475	45,157
2	42,169		38,563	37,895	44,232	39,917	41,499	
3	37,639	38,360	37,680	37,795		40,041	39,096	62,739
4	43,683	37,739	37,794	43,821	38,810	39,964	44,317	41,667
5		37,848	37,763		38,537	39,843		39,551
6	38,279	38,312	37,635	39,927	39,088	45,680	39,422	39,364
7	37,953	38,235	43,727	38,792	38,967		38,449	39,343
8	37,803	44,056		38,887	39,169	40,577	38,644	44,651
9	37,884		38,379	38,422	45,030	51,086	38,565	
10	37,838	38,471	37,816	38,394		40,858	40,318	39,838
11	43,886	37,773	37,904	44,276	39,921	40,330	44,699	39,362
12		37,827	37,933		39,648	39,768		39,413
13	38,360	38,034	37,798	39,037	39,732	45,883	39,215	39,370
14	37,842	37,943	43,719	38,428	39,919		40,427	39,417
15	37,814	43,816		38,315	39,925	40,478	40,225	44,531
16	40,666		38,397	38,697	45,629	39,868	40,293	
17	37,955	38,315	37,813	59,447		40,108	40,233	40,032
18	43,927	37,877	37,969	45,164	40,515	38,681	44,627	39,556
19		37,798	38,106		40,006	38,633		39,527
20	38,496	38,570	38,763	39,000	39,935	44,684	39,873	39,732
21	37,901	37,956	43,758	38,343	40,142		39,494	39,629
22	38,152	43,814		38,308	40,215	39,591	39,717	44,967
23	38,193		38,350	37,895	46,252	38,794	39,733	
24	37,920	38,508	37,810	39,093		38,810	39,817	40,292
25	43,833	37,971	37,716	44,256	63,059	38,759	45,333	39,675
26		38,050	37,691		42,362	38,895		40,407
27	38,436	37,758	37,797	38,744	40,647	44,895	40,385	39,728
28	37,840	37,907	43,932	38,121	40,412		39,789	39,626
29	37,957	43,854		38,130	40,469	40,015	39,771	45,720
30	37,905		38,254	38,122	46,284	38,812	39,710	
31	37,858		37,779				39,721	40,593
Total	1,067,711	980,805	1,010,846	1,045,070	1,087,158	1,065,296	1,113,847	1,083,887

Total number of copies 12,894,984, days of issue 314—daily

This is a Sworn Statement of Net Circulation. It is not Press Run. Every copy is sent to a reader. It is all Actual Circulation.

Believing that advertisers have the right to know WHERE THE PAPER CIRCULATES, MANY, The Mail and Empire voluntarily furnishes a sworn statement covering its distribution. This shows that the entire circulation of The Mail and Empire, except in the Province of Ontario, and that in Toronto alone 17,982 copies are

The Mail and Empire.

Circulation for Year 1908

Oct.	Nov.	Dec.
41,613		38,153
41,547	42,464	38,316
47,609	39,444	38,385
.....	40,186	38,045
42,713	39,001	43,015
42,864	39,200	
42,884	45,177	38,684
43,040		37,777
45,881	59,998	37,874
51,826	41,321	37,911
.....	39,007	37,718
46,273	39,095	43,182
45,611	39,088	
45,348	44,546	38,195
45,354		37,858
46,180	39,485	38,885
51,304	38,794	37,773
.....	38,623	37,594
45,887	40,392	43,143
45,490	38,267	
45,366	43,988	38,164
45,478		37,631
45,521	38,987	37,726
47,809	38,315	38,156
.....	38,407	58,383
43,221	38,241	48,705
54,225	38,409	
43,547	43,800	38,315
42,605		37,816
42,335	38,871	37,870
48,232		37,879
229,763	1,023,106	1,073,153

Average 41,067

Counted goes

as well as HOW
including the
1,464 copies,
distributed daily.

Official Declaration

I, WILLIAM JAMES
DARBY, of the City of
Toronto, in the County of
York, Circulation Manager
of "THE DAILY MAIL
AND EMPIRE" news-
paper, do solemnly declare

Dominion of Canada.

City of Toronto.

To Wit.

THAT the average number of copies of "THE MAIL AND EMPIRE" circulated daily during 1908 was Forty-One Thousand and Sixty-Seven (41,067).

THAT the average number of copies of "THE MAIL AND EMPIRE" circulated daily within the Province of Ontario was Thirty-Nine Thousand, Six Hundred and Three (39,603).

THAT the average number of copies of "THE MAIL AND EMPIRE" circulated daily outside the Province of Ontario was One Thousand, Four Hundred and Sixty-Four (1,464).

THAT the average number of copies of "THE MAIL AND EMPIRE" circulated daily within a radius of five miles from the corner of King and Yonge Streets, Toronto, was Seventeen Thousand, Nine Hundred and Eighty-Two (17,982).

And I make this solemn declaration, conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act, 1893.

Declared before me at Toronto
this 12th day of January, 1909



J. B. CLARKE
Notary Public in and
for the Province
of Ontario.

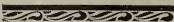
W. J. DARBY
Circulation Manager

The Mail and Empire has

1. A larger circulation in Toronto than any other morning paper.
2. A larger circulation in Ontario than any other morning paper.
3. A larger MORNING circulation (evening editions of morning papers being subtracted from total) than any other paper in Canada.

effective. A House Organ is so flexible an instrument—you can bend it at will to the need of ever-changing conditions. In this pliability, this versatility and universality it stands unequalled.

Are your clients architects? You can make the House Magazine appeal vitally to THEIR "blind" side. Are they plumbers—or grocers—or painters—or roofers—or general store-

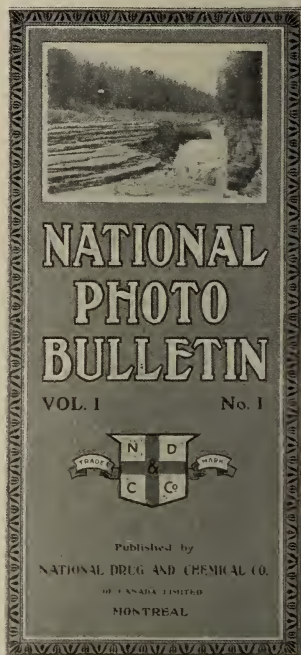


NATIONAL DRUG NEWS



NOVEMBER
1908

PUBLISHED BY
NATIONAL DRUG
AND CHEMICAL
COMPANY CANADA
170115
MONTREAL

Two house magazines issued monthly by the National Drug and Chemical Company, of Montreal. Regarding the "National Drug News," which up to November last was published in the shape of a four-page circular, the firm's advertising manager, E. G. Brewer, writes: "We have found it very valuable, as through it we are in touch each month with the whole of the drug trade in Canada. It keeps them posted as to our specialties and new goods we put on the market from time to time. The market report feature is recognized as the thermometer by which the druggist is guided in buying his supplies. The "National Photo Bulletin" is sent to a list of photographic dealers. Each of these little magazines comprises twelve pages and a cover. The matter they contain is bright and informing, and the typography throughout shows careful attention.

keepers—or tinsmiths—or druggists—are they well educated and cultured—or shrewd, homely, horny-handed merchants, who have risen from the plowshare and "sweeping out the store?" It's all the same to the House Organ. It will awaken a response in any class—provided only, of course, that it is prepared by someone wholly cognizant of conditions and capable of shaping

the policy to the requirements, which are never the same in any two cases.

Why, to go through the back numbers in my files of House Magazines reveals a far wider range of appeal to the different phases of human nature than does a similar research through the varied literary magazines that sell readily at from one dollar to three or four per year. These periodicals, composed usually of one part pseudo-scientific research in the "Growth and Development of the Thirteen-legged Caterpillarius Familiarius," one part historical essay on the "Causes that Led Up the Main Cause of the Defeat of the Polynesian Fleet," three parts on "Modern Muck-raking and Rakes," and ten parts of what friend Hubbard calls "periodical pishmince."

The place of honor, in that working library of mine, by the way, is held by Hubbard's "Philistine." Without doubt it is the first example of hand-grown, full-fledged House Organism now in captivity. Ask Hubbard if you don't believe me.

And the "Spectrum"—beautifully gotten up, "bosarty" to the tips of its well-manicured fingers—you would hardly believe that dignified, artistic little appeal to the architects in behalf of Sherwin-Williams' paints was produced by the same organization as evolves the "S. W.," their little periodical addressed to the paint dealers.

And the "Hoosier Quarterly," which has helped to put kitchen cabinets in 500,000 grateful women's homes.

And the "Arrow"—which popularized "Rufus the Roofer" among the tinsmiths and made Taylor Tin the standard of a continent.

And Frank Presbrey's "Little Book," which reflects the standard of the work his agency produces.

And Frothingham's sparkling little miniature for Everybody's advertising department.

And "Cos," which is getting the ads. for Cosmopolitan.

And the "Wallace," Stuart Benson's delightful little monthly that is helping mightily in their fight for the silver plated ware business.

And the "Ridgepole," for more roofers.

And that's but a start.

The list is a long and honored one.

It's just about time Canadian advertisers were waking up to what similar effort could do for them in their territory.

The cost of a House Organ is what you make it. You can spend \$25 per issue or \$500. And it can be a quarterly, a bi-monthly, monthly, or even weekly, if necessary. It can be elaborate or simple. It can go to your regular customers only,

or to "the trade." It is always welcome, usually preserved, should be educational in the highest sense of the term as applied to modern business—and it's a money-maker for both publisher and reader if the right sort of stuff finds its way into the little pages. And you can tell pretty quick whether the readers think the right sort of stuff is getting there.

One or two Canadian House Organs deserve mention: "Sacklopedia," because it is a type to be avoided, and Gordon-Mackay's Monthly, because it will repay watching.

In my own particular line (first let me bury my modesty, it has no place here) I found the distribution in the hands of a very few expert, highly-trained specialists in the cities and largest towns—and the country merchant. The latter far exceeding the former in numbers, and offering the best opportunity for development, it was logical that the main effort should be directed toward him, especially in view of the fact that resident salesmen in the centres were handling our interests there most successfully.

The problem presented by the country merchant is a difficult one. He is exclusive, in his way, proud, usually shrewd and innately conservative (or otherwise unsafe). In order to sell him larger bills we had to stimulate him along lines that would increase his turn-over.

This high mutuality of interests has gradually made itself felt and the dealers now do considerable in the way of co-operative suggestions, many of them excellently conceived and well presented. From the semi-indifference toward a product of which they knew only the most superficial facts they have grown to have deep interest in its various æsthetic phases and economic possibilities from the retail standpoint. From helpless perplexity regarding its proper uses they have come to have a fine regard for at least the basic rules of decorative art.

And from the attitude inevitable toward a business concern whose representatives can call so seldom, they are changing to one of reasonable friendliness that promises much for future growth. I believe I am fair in claiming that much of this is due to the monthly visits of the little House Organ, which is their magazine as much as it is ours.

The advertising man will find in the preparation of copy for such a purpose an opportunity for much originality and a chance to produce work not only profitable from the firm's money standpoint, but very much so from his own angle of professional ambition, shall I call it?

The manufacturer or wholesaler will find the House Organ extending his lines into the enemy's camp, and at one and the same time holding his own redoubts against the bitterest com-

Monarch Progress

A man came into our store the other day and said, "Is it safe to buy a MONARCH yet?"

And we asked what he meant.

And he said, "You people are always perfecting and adopting some new excellent device, one does not know when it is safe to buy for fear of missing something."

Then we thought.

And it dawned on us ours was the first visible writing machine to have

The two-color ribbon.

The automatic ribbon reverse.

The back space key for corrections and insertions.

The variable line spacer.

The holder for card writing.

The reversed tabulator for different rulings.

That our ten different models represented the largest range of typewriters made by any company in the world.

And we said the time would never come when the makers of the MONARCH would cease thinking and planning and striving to keep the MONARCH the world's best typewriter under all conditions and for all purposes.

And we said further, he could buy a MONARCH typewriter now and know it was in the forefront of writing machines for speed, strength, ease of operation, and a multiplicity of good devices.

And he did.

And you?

The Monarch Typewriter Company

No. 98 King St. West, Toronto ^{Limited}

petitive attacks. He will find it awakening interest where there was apathy and calling forth healthy discussion and criticism where there was sodden silence and stolid indifference. And once in a while, enough to make it mighty pleasant, he will find it selling his goods outright.

The traveler will find it almost as good as the valued personal introduction in getting in with some of the "hard nuts" that keep him awake nights planning approaches—and a powerful help with all the trade.

And the dealer will find it a source of inspiration, in time an encyclopedia of facts worth knowing about product and methods, and a certain means of increasing sales and profits if he uses the information it should contain.



OASIS IN PRINT DESERT

You've read good books, haven't you? Been entertained, interested in every page. But you come to an illustration; you pause a minute, don't you? You are doubly interested by a pleasant meeting with the illustration of the printed story. The story takes on fresh interest by the meeting of a bright oasis in a desert of print.

And so it is with advertising. A page, or a column, or a space in a newspaper no bigger than a postal card, containing a cut (a good cut) illustrating the article advertised will catch your eye, draw your attention; yes, as the magnet attracts or draws the needle. Make it a dollar's worth of printed matter and a dollar's worth of cut and note the result; then make it two dollars' worth of printed matter and again note the result. It won't cost you much to make the test.—Dry Goods Economist.

The barber has compiled a list of his regular customers and keeps tab on the date when he cuts their hair. Unless they visit him again within three weeks he sends them a postal card.—New York Herald.

"When a debtor cannot pay or will not pay admitted obligations," says Frederick P. Vose, secretary of the Electrical Association of Chicago, "our members are notified and they refuse to sell to him except for cash upon delivery. The association collected \$286,000 for its members this year, an average of \$1,400. Our dues are \$30 a year, so the members saved money, the difference between \$30 and \$140, or 10 per cent., which a collection agency would have charged for the service given. We maintain that the plan of our association is legal, and it has the support of several court decisions."

Adventures of Advertising Men

The Present Year Will Likely See the First Consumer Campaign ever Put on in Canada by a Fur Manufacturer—It Should Find the Public Very Responsive—A Test Expenditure.

WHY should not some of the larger fur manufacturers advertise to the consumer? was a question Robson, of the ——— & ——— agency, put to himself one day. They never had done so, but as there appeared to be no good reason for this condition, he resolved to find out what the manufacturers had to say about it.

He found Mr. A——, sales manager for one firm, a very pleasant gentleman, interested in advertising, and quite willing to absorb any suggestions as to how his firm's business could be increased.

"I'll tell you, Mr. Robson, just about where we stand at present," said he. "You perhaps know that we are one of the oldest and largest makers of fur garments in Canada. Our business has attained the position it occupies to-day without the aid of advertising, except a little to the trade. It was some time before I could persuade my chiefs that anything more than a catalogue was necessary. They finally allowed me a small appropriation over and above what that cost, and for the past two seasons I have used several trade papers. I believe this advertising has been effective, although, of course, direct results cannot be traced. We did not expect any, for our copy was designed merely to assist the travelers by stirring up interest in our lines. For next season I hope to get a larger appropriation. I have thought over the matter of consumer advertising several times, but I cannot say that I've ever seriously considered it as an immediate possibility. I would like to try it, but I doubt that the firm would approve of the idea."

"What is the reason for their lack of faith?" asked Robson.

"Well, they've never had any experience with advertising, and they have an impression that it means an expenditure with something very haphazard about it. They are keen for anything that will increase sales, and I feel that they would regard advertising with more favor if the definite quality were more apparent to them. Mr. ———, the senior partner, is in his office now, and, I'm sure, would not object to giving you a few minutes of his time."

Robson was introduced to the senior partner, who remarked

at once: "We've never done any advertising to speak of, but we are not averse to spending some money in that direction if you can show us how the investment will bring us definite results."

"Now," said Robson, "there is probably not a single dealer of any size in the whole Dominion who confines his buying, on even one line, to your goods. Let us say that you sell a line of ladies' Persian lamb coats to Smith, of ———, who also buys similar coats from two other makers. You are convinced that Smith could give you more of this business right now without lowering the standard of his stock. Prove to him that he can sell more of your coats than any others and he'll very soon increase his purchases. This can be accomplished by advertising your coats direct to Smith's customers, familiarizing them with your brand, and so impressing them with the fact that it stands for the highest quality in furs, that they will go to Smith and ask for your goods.

"What is the attitude of the public towards furs? I think you will readily admit that it is one of extreme caution. The goods are expensive, are usually intended to last for years, and the consumers are seldom in a position to judge for themselves as to whether or not the skins are reliable.

"A deficiency in the distribution of fur garments is undoubtedly the lack of some assurance direct from the manufacturer to the public, that all goods bearing his brand are dependable. Such an assurance, or guarantee, is exactly what the public are looking for. The first maker to seek their confidence in his product through advertising will find them even more responsive than in the great majority of cases.

"Another thing. The first manufacturer to adopt this course will not likely have any competition in his advertising for some time. He will have secured a very decided advantage before any of the others get into the field."

"I guess what you say is all right," broke in the senior partner, "but I'd like to know about how much it is going to cost us to do all this."

"My advice," replied Robson, "would be that you make a test with a small expenditure to start with. Concentrate your advertising in a few towns where you feel your sales should be better than they are, and watch the results closely. From the quantity of goods sold in these towns as compared with last year, you will be able to tell, approximately, how well your advertising is paying. Your travelers start out about March 1, and you should have your whole campaign prepared by that time. Of course, the consumer ads. would not appear till Fall, but your travelers should be armed with proofs of every one of them as

evidence to the dealers of what you purpose doing to move your goods out of their stores. There could be no stronger inducement for them to buy more heavily from you than ever before."

"What expenditure would you advise to start with?"

"Suppose we say \$2,000. Would that be too much?" inquired Robson.

"It is not a matter of our not having the money. We would want to be satisfied that what we spent was a good investment. If \$2,000 proved effective in a localized campaign, we would be quite willing to extend our advertising next year and spend as high as \$10,000. You see we have a national distribution and would want to help it along at every point."

The senior partner became so interested in the discussion that he kept Robson with him for two hours. He finally admitted that he felt inclined to make the test suggested, and promised to give the matter very serious consideration.

Robson was able to recommend a rather radical change in the firm's catalogue, that struck the senior partner as a splendid idea. He also went carefully into the matter of copy, follow-up systems, etc. The result is that during the present year we will likely see, for the first time, a fur manufacturer advertising to the consumer.

—Tobin.

CREATING A DESIRE FOR QUALITY

Not only in man's desires but in his demand for quality has he been educated by advertising. Flour ground at the old grist mill on the outskirts of the village above the old swimming school made the bread we ate as boys. But now, since the flour miller has bought big space telling us about purity and cleanliness and grade in flour, we buy a "brand."

In clothing, we ask for "all-wool" and voice our suspicions of "mercerized cotton." Advertising has educated us and instilled the desire for better quality.

In canned meats and vegetables, in hams, in tonics—everywhere we talk wisely of the factors that make for quality. And all this knowledge and consequent demand for quality is due to advertising.—System.

"A Woman Preaching," said Samuel Johnson, "is like a dog walking on his hind legs. It is not done well; but you are surprised to find it done at all."

People are always readier to do what they are asked to do than what they are told to do.

The Trade Newspaper and its Field

The Specialized Information and News that it Disseminates Gives it a Field Peculiarly its Own—A Means of Communication Between Manufacturer or Wholesaler and the Dealer—By W. L. Edmonds.

THE specialized trade newspaper is the product of an age of specialization. It has not taken the place of any other type of newspaper. It occupies a field peculiarly its own, and as such is not a competitor of the daily or weekly newspaper or magazine. Indeed, the trade newspaper has evolved from the commercial columns of the daily paper, and eventually there will be the daily paper devoted to certain specified branches of trade.

The mission of the specialized trade newspaper is to supply its readers with news and information specially bearing upon the trade in whose interest it is published. This in turn demands editors and contributors who are specialists in their respective fields. Day in and day out their energies are concentrated on gathering trade news and technical information, and developing ideas of special and direct interest to its clientele.

The grocer, the hardware merchant, the dry goods dealer, the bookseller, the machinist, the engineer, requires his specialized newspaper, just as much as the doctor, the theologian, or the scientist requires his. To deny to the one what is recognized for the other is to argue from illogical premises.

It would be as sensible to expect a shotgun to do the work of a rifle as to expect that a newspaper whose specialty is political news, and the chronicling of crimes and accidents, can at the same time furnish specialized trade and technical news and information. Were either to attempt to intrude upon the field of the other it would lose its identity in the sphere in which it originally operated.

The trade newspaper as an advertising medium, the manufacturer and the wholesaler cannot afford to ignore if the retailer is to be a factor in the distribution of their merchandise. In fact, if the retailer is to carry the goods on his shelves, he is the one toward whom attention should first be directed. Persuade him of the merits of the goods, and that it will be profitable for him to handle them, and the way has been opened for business.

The best medium through which to do this educational work is the trade newspaper which circulates in the particular field the manufacturer or wholesaler desires to cultivate.

There are a few manufacturers who believe that by educating the consumer in regard to their products, they can force the retailer to stock their products. Never was a greater mistake made. The better the retailer the better is he able to influence his customers. The retailer who cannot influence his customers in regard to the goods they shall buy is not a good salesman.

When a British manufacturer of a certain proprietary article introduced his products into Canada a few years ago, he instructed his representatives here to start an advertising campaign in mediums that would reach the consumer. "No," said the representatives, "first of all interest the retail trade through the trade newspapers. Get them to carry the goods, and then get after the consumer. If the consumer is educated first and he cannot get your goods from the retailer when he asks for them, there is a possibility that he may never ask for them again." The advice of the Canadian representatives was followed and a large business has been developed.

Another instance might be cited. One of the largest package tea men in Canada decided when he began business to direct his attention to secure the good-will and co-operation of the retail trade. "I concluded," he said to the writer, "that the best way to do this was through the columns of the trade press, and I have never regretted it." He now advertises to the consumer as well as to the trade, but he only began with the former when he had become well established with the latter.

The trade newspaper does not take the place of the traveler any more than it takes the place of the daily paper. It is the traveler's forerunner. Through the advertisements his house carries the retailers are kept informed in regard to the goods he has to offer and educated in regard to the merits of his firm. It is by line upon line, and precept upon precept, that the work is done.

The great underlying strength of the trade newspaper as an advertising medium for those who wish to reach and educate the retailer is the fact that every reader is a possible or probable buyer, and that, consequently, there is practically no waste circulation to pay for.



It is a great disadvantage in life not to know why we are alive, or for what we are heading. Yet many live on, day after day, without seeming to have any clear consciousness of this.

If a thing is to be done let it be done cheerfully, and not with inward groanings and lamentations.

Our Biggest General Advertisers

A Newspaper Appropriation of \$1,500 Grows, in Eight Years, to be the Largest Expenditure for that Purpose in Canada—How a Three Million Dollar Company Conduct Their Advertising.

THE biggest buyers of newspaper space among the general advertisers of Canada are The McClary Manufacturing Company, of London. Up to eight years ago they had spent little or nothing in newspapers. Their first appropriation for this purpose was \$1,500. By 1907 it had become the largest expended by a single company in Canada.



COL. W. M. GARTSHORE
General Manager

"Who O.K.'s the final."

The story of McClary's advertising is the story of a small initial expenditure that made good, and an annually-increasing appropriation that has never failed to justify itself as a promoter of sales, until now the advertising department has become an integral part, not merely an adjunct, of the business.

The extent of the first campaign would indicate that the firm looked upon it as purely and simply an experiment. Pretty soon they came to see advertising not as an expense, but as an investment just as sound as that connected with their general selling force.

Advertising proved its ability to create a larger provincial demand for McClary's ranges and furnaces, and the company engaged its services

throughout every province of the Dominion, backing it up with effective distribution. This developed a national business.

The furnace campaign, designed primarily to interest prospective builders, usually commences in April and closes about July.

The stove advertising, dealing with a steel range in the West

and a cast iron range in the East, usually commences about August and seeks, by educative repetition, to influence the public to such an extent that they will, when purchasing a range in the fall, give McClary's full consideration. This advertising generally runs to November.



M. F. IRWIN
Sales Manager

"Who counsels and suggests."

The campaign is started in all papers simultaneously, in nearly every town of five hundred population and over throughout Canada. Papers printed in foreign languages, as well as English papers, are used.

The copy is written, and its art treatment suggested by the advertising manager.

The art work and all details as to plating, expressing, checking, etc., are executed by the agency.

The appropriation is settled by the head office. It is gauged by the business from each territory, and represents a certain percentage of the total.

Usually in January, all the branch managers gather at head office, when a day is given to advertising discussion, and the advertising manager presents his report.

All the correspondence re advertising comes from the branches to the advertising manager, who instructs the agency. The latter has all dealings with the newspapers.

The plan has been to have advertisements appear in the dailies on Tuesdays, Thursdays and Saturdays, with large space in Saturday issues.

In the weeklies and farm papers smaller copy is used.

The local agent's name appears at the bottom of each advertisement.

A follow-up system is also directed by the advertising manager on prospects sent in by the agents.

An advertising requisition card is sent to the agents once a month, and in order to secure literature, they mark an "X" opposite the printed matter needed and return.

The dealer is reached through special circulars, letters, trade newspaper advertising, and the travelers.

Novelties and street cars are not used. Some judicious sign-board advertising is done, especially in the West, on account of

the openness of the territory, but the bill-boards have never been employed. Small expenditures have been made in store signs, cards, etc., to assist the dealer. Enamel window letters are also considered to be locally effective.

The dealer is encouraged to advertise on his own account, especially where there are two papers in a town and McClary's use only one of them, general publicity thus receiving a direct reinforcement. The dealer is supplied with booklets on stove or furnace advertising, which show the electrotypes that can be obtained free. The advertising department also prepares special copy for the agents.

When a new agent is appointed, the advertising department starts in at once to help him sell McClary stoves or furnaces. First he is assisted by window, fence and stove signs, bulletins, etc.; second by newspaper advertising, with his name at the bottom; third, by the firm co-operating with him to reinforce their newspaper advertising, by supplying him with electrotypes and copy free of charge; fourth, by artistic and forceful literature of various kinds; fifth, by an extensive follow-up system on his prospects.



A. A. BRIGGS
Advertising Manager

"Who directs the campaign and prepares the copy."

A. A. Briggs is McClary's advertising manager. He directs the campaign and prepares the copy, and, with the McConnell-Fergusson Agency creates the plans. Mr. Briggs is a close student of advertising, and, though a young man, for the past ten years has been associated with various phases of publicity. Articles from his pen regularly appear in the leading advertising journals. Mr. Briggs' habit of digging below the surface and refusing to regard any form of publicity as being other than a plain business proposition that must have a good business reason for existence, and a very definite work to do, fits him well for this position.

Before a campaign is finally passed on Col. W. M. Gartshore, vice-president and general manager of the company; M. F. Irwin, sales manager, and Mr. Briggs get together and discuss the question from every conceivable viewpoint.

Tobin.

Advertising That Doesn't

Casual Comment Upon Certain Overlooked
Opportunities in Present-Day Book Advertising—Fallacies that Need Shelving—Some
Actual Experiences — By Donald Wylie.

WHEN the millennial dawn breaks, perhaps there may arise, under that epochal and rose-laced sky, some publisher of books who will really test the possibilities of the New Advertising. In that morning such an one will say to himself: "Lo (or whatever the then euphuism of 'Gee!' may be)! I will advertise my should-be best sellers even as my neighbor the grocer would advertise hams. I will no more strive to crowd trash down the public maw with no more seasoning than the opinions of the critics of the press. I will just plain advertise, for a change, and consider what befalls."

And that publisher will presently buy a flock of new model delivery aeroplanes. For he will sell books. He will, indeed.

Withal, it is rather affecting to think one must wait for the millennium's morning to see books really advertised. The book trade, not only in Canada but nearly everywhere, is (so far as its perfunctory advertising can show) too fearful of its dignity to adopt the most usual and assured practices of commerce. In great part, it sells books to-day by much the same methods they used in the days when Dick Steele was a living man and the "Spectator's" office cat purred audibly. D'ye doubt it? Glance, then, at any current advertisement for any "book of the hour"; and, ten to nothing, it will be not far from this model:

Have You Read
The Jestings of Joanna Yallery
Mrs. Wumphery Sward's
Greatest Study of Human Hearts
\$1.50
At All Booksellers
Published By
Slumber, Drowse & Morpheus Co.
Dreamton.

And even this typical announcement is leaned far to the side of "undignified" advertising, as the average publisher thinks of it. Do you not notice the adjectival effort to give it zip, to jab a wee drop of real interest into it? The more usual

method is simply a mess of titles in boldface, with the author's name in capitals and the price tucked placidly up in a corner; and here and there through the meadow of the ad. trickles such thrilling and convincing rivulets of selling-power as: "This keenly-drawn work shows the author at the zenith of his powers."—Bopville Banner. "Perhaps the book of the year . . . a novel of a new kind, powerful yet pleasant."—Klickitats Chronicle.

Good Sir Publisher, why not tell something about the book itself, as the reader will read it? What on earth does the average book-buyer care about what some space-filler says of it? Consider: There are not seven living critics in the English-speaking world whose verdict upon a book can reasonably affect its sale, one way or the other.

A man named E. J. Clode, in New York, has done the only real book advertising these eyes have seen in a decade. He took up an author, Louis Tracy, till then of but limited vogue; and by advertising that had something telling in it he made Tracy's books the sellers of three seasons. Did you ever happen to see the advertising for *The Wings of the Morning*? Or for *The Red Year*? Neither book can qualify as literature; but they sold—they sell yet—they will sell long. They were advertised.

Possibly you will answer me that the mere name of many authors will sell their books; and you have some reason, if you will assume that everybody who reads fiction will live forever, and that no new reading public comes annually to years of purchase. The author's name, like the name of popular player-folk, will do much to gain an audience; but your fellow, the theatrical manager, is finding out to-day the truth they heard in the days of Queen Bess—"the play's the thing."

The book's the thing. It is a commercial thing, capable of being sold by methods no whit different in kind from the methods that sell Uneeda Biscuits or Red Rose Tea. The subscription book publishers have found that out; some day the publishers of fiction will; and—but this is far-thought—so, too, will the publishers of many books of vast value that the mass of the reading public barely hears of nowadays.

There are new ways to sell books apart from general advertising. The picture-postcard people learned them and profited hugely by them. Perhaps you publishers will listen, (in another æon or two), to the reason those ways possess.



The way to live is to live the way you like. But few of us live that way, because if we did, we wouldn't like it.

Current Advertising

A Neat Christmas Card



WE show herewith a Christmas card sent by the National Drug and Chemical Company, of Montreal, to the drug trade. It was specially designed to show the size of the company and its distributing facilities in a pleasing and dignified way. Both envelope and enclosure cover were of



heavy light brown stock. The trade-mark was embossed and printed in two colors.

Massey-Harris House Magazine

We have received from the Massey-Harris Company a copy of their house magazine, the "Massey-Harris Illustrated." It comprises thirty-two pages and a cover. Twelve pages are given over to display advertising of the lines manufactured by this firm. The remaining twenty pages are devoted to verse, fiction, and illustrations and reading matter relative to the progress of the Massey-Harris business in all parts of the world. The new Massey-Harris catalogue has a strong lithographed cover design. The front represents the buffalo as "the past monarch of the plains," and the back, Massey-Harris binders as "the present monarchs of the plains."

"How Many" and "Where"

The Mail and Empire, Toronto, publishes on another page the sworn detailed statement of net circulation for the year 1908. The noticeable feature of this statement is that the distribution is sworn to as well as the circulation. Almost all the leading dailies have cleared away the mystery which formerly surrounded the question of quantity of circulation by publishing sworn detailed statements year by year. The Mail and Empire has taken a step in advance and in the right direction by publishing, in addition, a sworn statement of distribution.

It has long been conceded that advertisers have the right to know exactly how many papers are circulated by the mediums in which they are advertising, and it seems just as reasonable to believe that they are entitled to something more definite than a mere unsupported approximation of how much of this circulation is distributed in the city, in the province, and elsewhere.

DEMAND WILL BE SMALL

Emery wheels are now used for opening letters—by grinding off the end. The demand is not likely to be much increased, however, as the opening of letters by machinery is, so far, confined to the big mail-order houses whose wide-spread advertising brings them thousands of letters each day.—Selling Magazine.

IT PAYS

When the dimpled baby's hungry, what does the baby do?
It doesn't lie serenely and merely sweetly coo;
The hungry baby bellows with all its little might
Till someone gives it something to curb its appetite.
The infant with the bottle which stills its fretful cries
A lesson plainly teaches: It pays to advertise.

—Chicago Record-Herald

NO EFFECT

For two centuries after it was introduced, printing, which should have boomed advertising—if advertising depended primarily upon printing—had little or no effect upon it. The public had to be reached by the rebus over the shop, the public criers in towns, and by boys in front of stalls calling, "What d'ye lack, Master? What d'ye lack?" Even public notices were seldom printed.

Attention gained by false headlines weakens the force of your advertisement.

Your advertising would probably pay you ten per cent. better if I wrote it.

ACCORDING to some judges I am supposed to be "the best copy-man in Canada." I don't know about that, but I've been an advertising writer, designer and adviser nearly fifteen years—the past three with a big Canadian agency. I ought to know something about the kind of copy that sells goods. I *do* know.

You can get copy [and advice] for nothing from any agency. I am not competing with them.

I WANT to talk to about six live concerns—manufacturers, preferably—who are not quite satisfied with their present advertising methods, or who might advertise if they were fairly sure beforehand. It is pretty certain I can show these six how to get their money's worth, how to lower their selling-cost, how to stop some wastes in advertising outlays, and how to cover their field *right*.

I specially want to talk to people who are spending money now to print copy that wouldn't sell fish to a famished cat.

There are several such.

IF I undertake to plan and write your advertising (I will not place it), or to advise you, I will satisfy you. Unless I know I can, I won't deal with you. You might ask Economic Advertising about me first; and then ask some questions of "DIXIT," in care of this publication at Toronto.

Letters from
Experienced
Advertisers
No. 3

Previous letters:
No. 1, Pedlar People, Oshawa.
No. 2, H. O. Mills, Buffalo.

LEVER BROTHERS, LIMITED
SOAP MANUFACTURERS

Toronto, October 21st, 1907

H. C. DARE, ESQ.,
Newspaperdom,
New York City.

Dear Sir:

In reply to your enquiry as to how we like the service given us by the J. J. Gibbons Advertising Agency of Toronto, and why we like it, we have the pleasure to state that we are very well satisfied with the service given us.

The J. J. Gibbons Agency have for some years past handled our advertising in Canada, and we have always found them attentive and painstaking. Their reading matter is bright and attractive, whilst their illustrated work is, in our opinion, the best appearing in the Canadian press.

The plan of campaign and estimates of cost are clear and reliable. Their checking and reports are good and reach us promptly.

Our account is rendered regularly and every detail given, and they never exceed the amount of the appropriation given them, and we feel that when once we have agreed upon a scheme of advertising with them we can leave the matter in their hands and it will be carried out in accordance with our wishes, and our interest looked after in every way. They have our best wishes for their continued success. Yours truly,

LEVER BROTHERS, LIMITED

A. C. Knight, President.

J. J. GIBBONS LIMITED

ADVERTISING

TORONTO MONTREAL ST. JOHN, N.B.

119 Wellington St. W.

La Presse Bldg.

Ritchie Bldg.

Economic Advertising

A MONTHLY
MAGAZINE
published in



the interests of
CANADIAN
ADVERTISERS

STEWART & TOBIN, PUBLISHERS, 43 VICTORIA ST., TORONTO

THE FAMILY HERALD AND WEEKLY STAR COVERS THE DOMINION

Ontario . . . 50,082 yearly subscribers
Western Provinces . 50,305 yearly subscribers
Eastern Provinces . 34,765 yearly subscribers

Only paid-in-advance yearly subscriptions counted in
all circulation statements

The figures above do not include the very considerable circulation of The Family Herald and Weekly Star in the United States, Great Britain and other parts of the British Empire, nor several thousand short term subscriptions. Advertisers get the benefit of this extra circulation, but they do not pay anything for it, as advertising rates are based strictly on published statements and circulation in Canada only, and the accuracy of the figures is always absolutely guaranteed.

THE FAMILY HERALD AND WEEKLY STAR
STAR BUILDING, MONTREAL

THE SIXTH (1909) EDITION OF

The Canadian Newspaper Directory

is now on the press, and will be ready for distribution early in April. It will contain over 400 pages, handsomely bound in cloth, including—

A description of every newspaper town in Canada.

Full particulars about every Canadian publication, with circulations for 1908.

Condensed List of all publications in Canada, arranged for ready reference.

Complete List of all Canadian Dailies.

Classified and County Lists.

Two-color maps of every Province, showing Newspaper Towns in red.

Since the first edition was published in 1892, THE CANADIAN NEWSPAPER DIRECTORY has been looked to by advertisers everywhere as the

Standard Book of Reference

on the Canadian field. No other Directory approaches it in completeness and accuracy.

The 1909 edition will be the best yet. If you are interested in any way in Canadian papers, you need a copy.

Orders received now will be filled promptly on publication. Price \$2.00, express or postage prepaid.

ADDRESS THE PUBLISHERS

A. McKIM LIMITED

ADVERTISING AGENCY

MONTREAL, CANADA

Trade and Technical Papers

Any man who could tell you how to make more money out of your business would receive a pretty attentive hearing if he walked into your office.

A trade or technical paper contains information that is vital to the business of its readers. It is never read for entertainment or out of curiosity. Its perusal is always serious and thoughtful, as becomes the consideration of something having a material bearing on business plans.

The advertisements in a trade or technical paper are specialized in accordance with the reading matter. They are just as interesting as the latter if the copy is made informing. They appeal to the reader at a time when he is most receptive of buying suggestion.

The MacLean trade and technical papers cover their fields thoroughly. Two hundred subscription men keep circulation up to the minute.

The Dry Goods Review

Canadian Millinery Review

Hardware & Metal

Canadian Machinery & Mfg. News

Bookseller & Stationer

The Canadian Grocer

Plumber & Steamfitter

The Power House

Printer & Publisher

The Canadian Bookman

Also Publishers of

The Busy Man's Magazine

The Financial Post

The MacLean Publishing Company

The Largest Commercial

LIMITED

MONTREAL
WINNIPEG
NEW YORK

Publishing House
in the World

TORONTO
LONDON, ENG.
CHICAGO



Canada's First Illustrated Paper

A very valuable advertising medium with a large SWORN circulation. Covers Canada from Halifax to Vancouver. There is not a city or town in the Dominion in which the magazine is not largely subscribed for.

For advertising rates
apply

Head Office, Montreal
or 43 Victoria St., Toronto
or any Advertising Agency

The Monarch Visible is the only successful wide carriage typewriter made—
Why not buy the right machine first?

The uses of a typewriter are as varied as the requirements of your business. Letters, invoices, statements, tags, cards, legal documents, and all loose leaf forms **should** be typewritten.

You want **A Monarch** typewriter because it does **all** the work of a twentieth century business office and **does it easier, quicker and better** than any other machine on the market.

You'll buy a Monarch ultimately. Ask us for proofs of its superiority and save money.

THE MONARCH TYPEWRITER COMPANY
98 King Street West, Toronto Limited

Economic Advertising

T. Johnson Stewart, Editor

T. J. Tobin, Business Manager

Vol 1.

Toronto, February, 1909

No. 6

Straight Talks

FROM ACROSS THE LINE

THIS is from L. R. Greene, advertising manager, The Sherwin-Williams Co., Cleveland, O.: "Our Montreal office has forwarded to the writer a recent copy of your little publication—'Economic Advertising.'"

I would like to see it every month, but do not notice any mention of a subscription price. Kindly put us on your mailing list, send us a bill for the subscription, and we will remit.

"I am mighty glad to hail the advent of a strictly Canadian publication devoted to advertising, and I sincerely hope that 'Economic Advertising' will meet with a large measure of success."

THE PUBLISHERS AND ADVERTISING

We are threatened with sudden annihilation. Instant oblivion will be our doom if we print the vaguest hint regarding the apparent lack of advertising faith which exists amongst publishers. The few sentences we reproduced from "Profitable Advertising" in our last issue, regarding the attitude of the publisher as an advertiser, has aroused the indignation of a gentleman who can sling ink. Our correspondent, under a peculiar dispensation of Providence, happens to own a newspaper. And his vengeance will be visited upon us and our children's children if we even dare to insinuate that some publishers do not believe in advertising.

The gravity of the situation is apparent. To tell the national advertisers of the Dominion that some newspaper owners do not believe in advertising is rather embarrassing—for some

publishers. But, surely a class of men controlling newspapers and periodicals for "the moral and mental elevation of humanity," not to mention the dollars and cents that make up the warp and woof of political affiliations, cannot seriously object to the truth.

Progressive publishers there are—just as there are progressive manufacturers and business men. But, the non-advertising publisher is extraordinarily illogical. Why should he lament because there are some business men who do not believe in advertising? That judicious and systematic advertising will prove a first-class investment for every man manufacturing or selling a saleable commodity, goes without saying. The publishers of the country, as we hinted in the first issue of this magazine, have an important commodity for sale. That commodity is white space, varying in its degree of value to the manufacturers and merchants of Canada. Your probables want to know more about your commodity. They want to know what reasons you have for believing that your white space is valuable to them. Follow-up letters and all direct appeal stuff is no more valuable to you than the same kind of advertising matter is to the average manufacturer with a standard product for sale. Direct appeal stuff may help some. That's all you would dare to admit to the manufacturers of the country. And that's all we can say about the publisher's mania for the direct appeal method of advertising. It's good as far as it goes. But in eighty-five cases out of every hundred it never reaches the addressee's line of vision. That means that 85% of the publisher's direct appeal stuff is a waste of currency pure and simple.

Apparently we have scores of unconscious humorists in the country. And they are all in the publishing business. Indeed, the attitude of most Canadian publishers towards advertising is droll and touching enough to fill the soul of any student of publicity with rapturous delight.

A Poor Business Policy

If all publishers were prosperous—if the demand on valuable white space exceeded the supply, one might readily produce a rational excuse for the inactivity of our brethren of the quill.

But, some publishers are barely existing, more are merely marking time, while others are straining their eyes in "The Ottawa Look" in the vain hope that powerful political friends may add to their longevity.

Some days many owners of newspapers will discover what John Lee Mahin and his father discovered two decades ago.

They will discover that every newspaper has real live competition and that "schemes, calendars, house to house canvassing, sampling, store demonstrations and circulars or cards sent through the mails," devour at least 50% of the national appropriation for advertising. In other words, the newspapers and periodicals of Canada are carrying about 35% less advertising than they should carry. Not only is the business in the country, but the manufacturers and merchants are accustomed to investing more money in advertising than a majority of our publishers seem to realize.

Let us allow 15% of the national appropriation for advertising to be invested in the direct appeal forms mentioned above—and every experienced advertising man will admit that that is a liberal allowance—and there remains the 35% which the newspapers and worthy periodicals should get but do not. The problem of securing that business is not complex at all. It actually exists. And it's a certainty that newspaper advertising would beat sampling and canvassing by a big margin. No wonder Mr. Mahin asked: "Why doesn't the man who uses samples invest the same amount of money in the same space of time in the newspaper?"

To us in Canada the answer to that question is not perplexing at all. The manufacturer has proved sampling, et cetera, to be a good investment and the publishers of the country, up till now, have failed to prove that the same amount of money invested in the newspapers in the same space of time is better. The fact of the matter is that only a few of the many of our national advertisers know all they should know about the worth of newspaper space. The publisher, as a rule, looks on the advertising of his commodity as an expense, and we cannot marvel if some manufacturers believe as he does. Just as long as publishers betray a greater faith in direct appeal stuff, letters, circulars, sample copies, and the like, so long may we expect to find the same sort of faith strong in manufacturers. Apart from the humor of the situation, it would not take a skilled logician to prove that some publishers have adopted the poorest kind of business policy.

Exchange Advertising

But—publishers do advertise, indeed they do. Space they have in abundance and, therefore, the western publisher prints the business story of his eastern brother on an exchange basis. And vice versa. A glance into the recesses of the situation compels one to admire the sweet innocence of the easterner and the pure guilelessness of the westerner. Let's unload a little business parable for the good of somebody's bank balance.

Suppose the "Calgary Eye-Opener," in a luminous moment, happens to arrive at the conclusion that a little printer's ink spread thick in the very nursery of national advertisers might possibly attract an atomic part of a baby account—what doth the one and only Bob Edwards do? He simply notifies the owner of the "Galt Reformer" that in a desperate fit of generosity he has resolved to advertise in the effete east on an exchange basis. And the owner of the said "Reformer," having a few vacant lots handy, wires acceptance and thereby clinches the funny contract.

Bob wins out, and that right royally. Because there is always a hundred to one shot in every proposition and the long shot is all in favor of the distinguished Robert. One or more national advertisers may read Bob's Lawsonsque talk in the "Reformer," but not one will read the placid flow of the latter's glorious pre-eminence, as a business puller, in the "Eye-Opener."

The moral is plain. The national advertiser has not made the west his home as yet. Some day, in the not far distant future, he'll be a numerous party in the cities west of the Great Lakes, but up till now, he hasn't arrived.

A Few Rational Hints

Had the year 1908 been as kind to the newspapers as years we have known, we would have trained our heavy guns on our fellow-publishers instead of writing in this merry humor. But, last year proved conclusively that the publishing business was about as hazardous as any—not even excepting the oil business. However, in the interests of all the people we are anxious to see our contemporaries making good. And, therefore, with the unblushing effrontery begotten of editorial experience we proceed to ladle out some rational hints worth the consideration of a few business managers at least.

Why don't the newspapers go after every inch of probable business in sight? There's a page telephone directory lying around in all our larger cities for the best home papers in these cities. It seems to us that if Mr. Smith, the high-class grocer, inserts a two-inch single column ad. in the home paper on the social page, her ladyship, the Canadian housewife, is pretty apt to become acquainted with him. And because she will see his little ad. it is more than probable that Mr. Jones, his competitor, will be compelled to follow suit. The newspaper telephone business directory is no experiment. In slow old London a big home daily has been raking in the L. S. D. in that way for a considerable time. Get the storekeeper into your telephone direct-

ory. He needs all the business he can get over the 'phone. Regular local advertisers might be induced to increase their space if you inserted their names in your business telephone directory free of charge. Then the churches are waiting for the advent of the man who knows how to advertise Sunday services, prayer meetings and the like. Church attendance is away below high water mark. Surely a few dozen churches could be induced to try a page ad. in the best home paper every Saturday. Border a heart-to-heart, unsectarian talk, three columns wide, with the usual church notices, and you'll have an ad. on the beauties, benefits, etc., of church attendance that will make an impression on even newspaper men.

And then—but that's enough virgin territory to point out in one issue.



TEASER FORM OF ADVERTISING

The teaser form of advertising is becoming less prevalent, but it still crops out now and then. Beware of filling your announcements and business literature with extraneous matter that is in itself interesting and attractive, but which needs a great stretch of the imagination to connect it even remotely with the point you are trying to make.

Suppose people do read these articles, anecdotes, or poems that have no bearing on the goods you are trying to sell. When they come to the vital arguments you want them to digest, they rebel at the anti-climax. It is like serving to an epicure a number of deliciously prepared dishes and a plate of hard tack, hoping that the presence of the more toothsome morsels will entice him to nibble at the hard tack. Perhaps he will nibble, but that's all.

The way to make a man eat hard tack is to feed him nothing else that will render the homely biscuit by contrast less palatable than it really is.

But far better is the plan of preparing the hard tack attractively and serving it as if it were an entree of *langues de phénicoptère à la Nero*. It is still hard tack, but hard tack idealized.

A mother does not give her child chocolate drops to make the dose of quinine seem less noxious. She gives him a sugar-coated pill.

The sugar coating—that's the supreme secret of advertising. But look out—not too much sugar—just enough to make it go down easily—not so much as to neutralize the beneficial effects of the dose.—“The Wallace.”

The Canadian Paint Market

The Dominion is Bound to Become a Big Paint and Varnish Consumer—More Educational Advertising Wanted—A Big Business Ahead of Progressive Advertisers.

IT is more than probable that Canada will become the greatest paint and varnish consumer amongst the nations long before the end of the twentieth century. One by one the large paint concerns of the Republic are invading the country, and for the best of all business reasons. Four notable firms, at least, have established themselves in Canada during the last decade, and it will enliven the industry considerably just as soon as the invaders go after our big, if undeveloped, market in true American fashion.

The honored hallucination that Americans are incautious and reckless business men does not seem about to vacate the minds of our manufacturers, and it should disappear forever. Because, while the eagle may screech mightily, Uncle Sam is just as cautious and calculating a business man as any on this planet. He decides quickly, like the shrewd and experienced business man he is, and smiles urbanely when the rest of the civilized world libels him as a reckless man of affairs. The development of the big Republic has bred a race of vigorous business thinkers—men whose every move is well and quickly reasoned out. And we can rest assured that the men who are going after the paint industry of the Dominion, will come very near controlling it some time before the end of the first quarter of this century. The purely domestic paint manufacturer will see a great white light ultimately.

Up till yesterday there was no Canadian paint market in the strict sense of the term. We bought lead and oil and mixed the stuff ourselves. It's just a little bit different to-day. The only paint advertising in Canada worth considering is that appearing over the names of American concerns. The market for liquid or canned paints is almost as good as the market for "canned music," and we are being inwardly reminded of our inherent love of music culture.

Aggressive and persistent advertising is bound to create an immense Canadian market for mixed paints. Even the farmers are wearied of paint that blisters, cracks and chalks off. They have discovered that it is almost impossible to mix paint by hand—that good, durable paint with lasting life and lustre in

What you should know before you Paint

—If You Want Satisfaction

Four things affect results in painting. They are:

- First —the Surface
- Second—the Weather
- Third —the Painter
- Fourth—the PAINT

To insure satisfactory results each of these conditions has to be considered in its relation to the others.

Take the surface—it may be paper or redwood, yellow pine or spruce; it may be green or seasoned, dry or damp, receptive or repellent, rough or smooth, hard or absorbent. It may have had a previous coat or not.

Now, these different surfaces call for thoughtful treatment in every case, no matter how favorable the weather conditions, or how good your painter, or how high grade the paint.

To go about it scientifically, even when the work is done by contract, you must learn just what the surface conditions are, and then learn what to do in that particular case.

But your knowledge of surfaces—while it helps some—will not make up for disregard of other conditions or for using unworthy paint. Then suppose you take into consideration the surface and the weather conditions and hire a poor painter to do the job. You cannot even then expect the best results because so much depends on the painter's care in spreading the right paint properly, applying it evenly, rubbing it out and rubbing it into the wood, allowing sufficient time between coats and in all around experience.

better surface for repainting than any "mixed by hand" or cheap ready-mixed paint.

It follows that in Lowe Brothers "High Standard" Paint the finest materials must be combined by the most up-to-date machines under the supervision of foremost paint experts. Is it strange that such paint "makes good"?

Just as dependable as "High Standard" Paint are Lowe Brothers' Linum and other Finishes, Household Finishes—like Varnish—for floors, woodwork and furniture, Hard Drying

Floor Paint, Oil Stain for beautiful stain effects and "Little Blue Flag" Varnishes for every purpose.

The *Little Blue Flag* on the can is your position.

"High Standard" Agents are usually the leading paint dealers in their community who believe in *quality*, and who are building their reputation thereon.

Ask them for practical information and for your requirements.

Write us for booklet, "The Owner's Responsibility," and let us supply suggestions for your color combinations, both exterior and interior.



Lowe Brothers High Standard Liquid Paint

Now then, agreed you have the best of painters who has taken into account the weather conditions and the surface and knows the needs of your particular case, you might still lack the most important essential of all—a reliable paint. If you use Lowe Brothers "High Standard" Paint you will not only have a reliable paint, but you will have the proper paint for any reasonable surface. Every dealer who handles Lowe Brothers "High Standard" Paint can give you definite help towards securing best results. "High Standard" Paint is the result of forty years of study of paints and scientific experiment in using them, and when instructions are carefully followed, it must prove satisfactory. Always remember that behind this knowledge is the spirit of the makers—being the day's work according to the best there is in them, with a loyal, honest, earnest working personnel, guiding and guaranteeing the perfection of the product as though the whole future success hung on the quality of every drop.

That is the undermost "something" which supplies the true reason why "High Standard" Paint, used with proper consideration of conditions, gives best results.

Best results means that "High Standard" Paint, applied by a man who understands painting, will wear longer, looking "prosperous" all the time, will cost less in the long run, and will leave a

THE LOWE BROTHERS COMPANY

PAINTMAKERS—VARNISHMAKERS

DAYTON, O. BOSTON NEW YORK CHICAGO KANSAS CITY

every drop, must be mixed by machinery. There is an almost infinite amount of paint education to be done in Canada. Just as soon as the consumer realizes the economy of the best paints he'll use none other.

But—we do not know anything about paint. We have not been told of the manifold and saving qualities of paints and varnishes—at least, not in a way that we are apt to read. We reproduce a High Standard Liquid Paint ad. for the purpose of emphasizing the need of this kind of copy in Canadian papers and periodicals. We want to know all the manufacturer can tell us about paints and varnishes for the simple reason that the rigors of our climate demand the best paints and varnishes that money will buy. To apply poor paint or varnish to buildings, fences or woodwork is a sheer waste of money. The best is always the cheapest and most profitable paint to use. The advertising of the Sherwin-Williams Company will repay watching. It is always good, and as varied as it is good. What we want in Canada to-day is more educational paint copy. We're getting some, but not nearly the amount the undeveloped market demands.



T. J. S.

THE BUSINESS LETTER

Somehow or other there seems to be an unwritten law that business letters are good in proportion to their brevity. Like most unwritten laws, this one is poor law, but it serves a good purpose. If the average business letter was much longer it would cause nausea.

Honestly, it is one of the riddles of the universe why bright, intelligent business men, whose conversation is really worth while and who have education enough to handle the King's English without fouling it, drop into jargon and solecisms that curl your hair the minute they take their pen in hand or start dictating to some blond beaut'.

There are exceptions, of course, but ninety-nine out of every one hundred business letters written are absolutely lacking in spontaneity, individuality, or attractiveness.

A letter is supposed to be written speech. A good letter when read aloud sounds like real talking. A good letter is natural—not monotonous. A good letter makes an appeal to its reader.—“The Silent Partner.”

More belongs to advertising than an inch or two of black ink on a white background.

The Letters of a Young Man To His Dad

LETTER NUMBER FIVE

Subject—Expenditure versus Investment

DEAR DAD,—You state in yours of a recent date that you have almost determined to spend a certain amount in advertising—"take a flyer at the new way of building up business" as you express it.

Don't you do it. Do not spend one cent in advertising. Keep your surplus cash in the bank—unless you have pretty good reasons for believing that every pound note will return to you tenfold. It is better that you should remain a non-advertiser than that you should allow the gambling spirit to dominate your business for a single day.

Dad, you are not the only man who looks upon advertising as a gamble purely and simply, but one naturally expects a gentleman of your business acumen to arrive at juster conclusions. You have one or two personal friends amongst the advertising experts of London, and you can take my word for it, that their business methods are as logical as your own. The experienced advertising man does not guess at all regarding the outcome of any move within the pale of his business. You know that a practiced salesman will load the merchants of the country with just so much of your product month after month, year in and year out. There is no guesswork about such a conclusion, because you know what your salesmen have done and can do.

The practiced advertising man does not jump at conclusions. But his experience, and the accumulated experience of all advertising men, compels him to arrive at certain conclusions regarding the marketing of your product or any food product. He knows that a certain line of advertising, a certain style of copy, will appeal forcibly to the housewives of the country, and he knows how and when and where to place that copy so that the greatest possible number of women will read it. Believe me, sir, that the practiced advertising men of both Europe and America have made the kernel of Mrs. Eddy's gospel peculiarly their own. Consciously or not they are applying that gospel with consummate skill to every problem in the distribution of the world's goods. And they are doing all that with a mathematical exacti-

tude that would be hard to parallel in the practice of any other business, or profession known to man.

That advertising has often been a gamble in the past may be conceded. That it partakes somewhat of the nature of a gamble, when conducted by an amateur, may also be admitted. But since London is the home of some of the world's ablest advertising men, there is no reason under the sun why your advertising should be either a gamble or an expense.

Sir, it cannot be unknown to you that one of your best friends invests about two hundred thousand pounds sterling in advertising annually. I have often heard you praise this man's business sagacity, and surely you cannot believe that he deliberately incurs an unnecessary expense of about one million dollars a year in the marketing of his goods. Of course you do not believe any such thing. But, because you have built up an enormous business without the aid of advertising, you cling to the idea that it is quite possible to maintain your immense advantage without the help of judicious publicity. However, figures tell a different story, and they do not lie.

Do not suppose that it is a matter of any consequence to me personally whether you invest a pound note in advertising or not. If you were to hand over the controlling interest in your business to me to-morrow, I would do my best to get rid of it at the earliest possible moment. But since you declare it to be your intention to remain on deck while you live—and may you remain on deck for very many years—why not be commander-in-chief of the situation until the last curtain?

Advertising has paid every sagacious business man since the time of Joseph—he of the multi-colored, claw-hammer coat. It can be made an unnecessary expense. But when it is anywhere near what it ought to be, advertising is always a first-class investment. Until you are certain of that much it would be good commercial sense to stand pat.

I remain, respected sir,

Your dutiful son.



PAUL JOHNSON.

The longest way round frequently proves to be the shortest way home—or elsewhere. The man who goes 'cross lots may find Farmer Giles' shorthorn bull waiting for him. It was a Tennessee mountaineer who said that the path from his spring to his front porch "wasn't so very fur, but it was pooty dam'd perp'ndc'lar!"

The more work you do, the more work you will be able to do.

The Advance in Ad. Composition

Multiplicity of Type Faces and Extravagant Ornamentation Displaced by Simple Forms of Setting that Make Advertisements of To-day Much More Attractive and Readable—By William G. Colgate.

IN looking over the pages of the newspaper or magazine of a decade or so ago, one is unconsciously struck with the vast difference which lies between the advertising methods then employed and those in common use to-day. Contrast an ordinary advertisement of that period with one of the present, and note the change. And yet, relatively speaking, advertising was just as necessary then as it is to-day.

Methods change with the advancing years. What was in vogue yesterday will pass unrecognized to-day. Expediency rules. The old-time woodcut has given way to the finely-finished halftone and zinc etching of the modern engraver. The six or seven different styles of type faces which were then deemed necessary in the construction of an ad.—causing it to resemble a type founder's sample sheet—has changed to a simpler and more attractive form of setting. The judicious use of white space, of simple borders and rules, has, to a great extent, displaced the hideous ornaments and twisted rules which were wont to disport themselves promiscuously in the old-time ads., although this form of advertisement composition is still retained to a noticeable degree in many of the English trade publications.

The advertisement of to-day is comparatively a work of art, displaying, as it does, good taste, dignified simplicity, skill and well-balanced judgment. Fra Elbertus, of Philistine fame, has said that "Art is not a thing separate and apart—art is only the best way of doing things." And this axiom applies to advertising as well. All this, moreover, reflects the trend of public favor for things which are dignified, sincere, and within the bounds of good taste, besides according no little credit to the advertising man who has proved himself an important factor in the development of advertising composition as the comparisons afforded will show.

It is altogether likely—in fact, it may be said with absolute certainty—that the increased attention paid to advertising on the part of our magazines and newspapers has also had something to do with this phenomenal growth. In years past the advertising section of a publication was regarded in the light of a necessary evil—something which must perforce be put

up with, since its rich resources had not as yet been fully explored, and this apparent neglect of its advantages revealed this fact only too plainly.

But now all this has been changed, until to-day it is a question, in fact, as to whether it does not show a decided tendency to lean too far toward the other side. For we have now not only the advertiser, but the ad-writer, the advertising manager, the advertising trade journal, and the advertising solicitor, and last but not least, the advertising artist and designer and the artistic ad. compositor, that have all been the natural and logical outcome of the spread of the advertising idea. This evolution has resulted in what appears to be almost a superabundance of advertising in the majority of our newspapers and magazines. But then that's quite another phase of the question.

Although the matter of advertising composition looks rather easy from the outside, perhaps because of its effect of simplicity, yet from the advertising viewpoint, there is a great deal to learn about the composition of advertisements. None know this better than the ad. compositor and the advertising man.

The up-to-date printer is becoming better acquainted with the requirements of his work. He is learning more through the agency of his technical trade journal and the popular magazines. By a close study of these and the helpful assistance of the advertising specialist he is rendering more efficient service in his regular work. He is getting to know that such irregular combinations of type faces as Cheltenham and Post, Devinne and Engravers Old English don't harmonize; that the continued use of capitals for headlines does not aid legibility; that letter-spaced text results in a weak-looking effect; that the underscoring of display lines with single, double or parallel rules

**MEN'S HATS
TO-NIGHT
\$1.00**



It'll Be All Over in a Minute
You stub your imaginary toes against imaginary bricks, die of imaginary holes made by imaginary bullets, suffer imaginary pains in imaginary nerves, and get your real brain really excited or really stupefied by worrying over the financial stringency of money, when to-night for \$1.00 you can get a stylish, up-to-date hat that will send you smiling through the season.
Finding your size means saving from \$1.00 to \$1.50.
One lot of Men's Stiff and Soft Felt Hats, regular \$2.00, for \$1.00
One lot of Men's Stiff and Soft Felt Hats, regular \$2.50 and \$3.00, for \$1.50
The assortment includes all the popular shapes, every size but not quite in every style.
On sale in the basement to night from 7 till 10.30.

The W. & D. Dineen & Co.
LIMITED
140 Yonge St., Cor. Temperance



STRAW HATS

Opening Day, Saturday, May 16.

MEN'S English and American
Straw Hats.
BOYS' AND CHILDREN'S
FANCY HATS—The Largest and
Finest Stock in Toronto

W. & D. DINEEN.

The second Dineen ad. appeared in a Toronto paper about 20 years ago. The first is a sample of this firm's advertising to-day.

The Canadian Collier's

THE three essentials for an advertising medium are quality and quantity of circulation and cost.

QUALITY: *The Canadian Collier's* reaches a representative clientele, people able to pay us \$150,000.00 a year for their subscriptions.

QUANTITY: *Collier's* is delivered to 25,000 Canadian homes every week, and in almost every case is subscribed for in advance for a year or eighteen months. No other publication of similar character in the Dominion has so large a circulation.

COST: The advertising rate is based on the circulation—15c. a line gross. *The Canadian Collier's* is, therefore, qualified to sell goods for any manufacturer or merchant who aims to reach Canadian buyers through a publication that satisfies them from every standpoint — editorial, artistic, literary, and in its vast human interest.



E. C. PATTERSON

Manager Advertising Department

1011 MARQUETTE BLDG., CHICAGO

A. H. Blight, Canadian Adv. Manager

47-51 King St. W., Toronto

The Mail &

**THE GREAT CONSERVATIVE DAILY HAS THE
MORNING PAPER READERS**

WHO PAYS

and readily, the full price for the good thing they want and when they want it? Those whose income is sufficient to enable them to do so, certainly not those who have to rigidly economize in order to make ends meet.

WOULDN'T YOU

rather reach 1,000 homes with average annual incomes of \$3,000 to \$5,000 than 1,000 whose incomes average \$500 to \$800?

WHAT'S THE USE

of explaining quality to and inviting trade of those who can't afford to buy? You may convince them that your goods are the best, but, if they haven't the price, you have paid for space in vain.

HAVE YOU ANALYZED

the character of the circulation of the various advertising mediums offered you? It's worth your while to do so. If you were mailing invitations you would *select* the names to be addressed. In your advertising, invite those whose trade is worth having. Ask those you most want. As a keen advertiser you can see the point. Quality of circulation counts—there *is* a difference. *The Mail and Empire reaches the best homes in Toronto and Ontario every morning.* Homes of prosperous, well-to-do people who can and do buy and pay for all they want. People who travel first-class.

The Mail and Empire

1. Has a larger circulation in Ontario than any other morning paper.
2. Has a larger circulation in Toronto than any other morning paper.
3. Has a larger MORNING circulation (evening editions of morning papers being subtracted from total) than any other paper in Canada.

Mail and Empire.

LARGEST MORNING CIRCULATION IN CANADA
WAYS WELL-TO-DO PEOPLE

The Mail and Empire

guarantees that your advertisement will be inserted in over 41,000 copies, daily, of the best morning paper in Canada.

If the readers of the *Mail and Empire* are interested in what you are advertising, and you have made your meaning plain in your ad., satisfactory results are sure to follow.

In comparing results do you always follow the enquiries through to see how many *actual sales* follow? There are some mediums who may bring a splendid harvest of enquiries from curious people and others who would not, indeed could not, buy. Sales count. The dollars and cents received should be the only index accepted of the value of advertising.

The *Mail and Empire* is willing to be judged by Actual Sales made. The Quantity and Quality of Circulation is proved. If you fill your *Mail and Empire* space with convincing copy, satisfactory results must follow.

Mail and Empire circulation is worth more per thousand than that of any other medium in Canada

NET DAILY AVERAGE, 41,067

DISTRIBUTION

In Ontario (including Toronto)	. . . 39,603
In Toronto City	 17,982
Outside of Province	 1,464

is not necessary, and has no logical excuse for its extensive usage. On the other hand, the compositor is aware, too, that the judicious use of white space should be used to set off an ad.; that too much display and words set in black-face type "kills" all contrast; that to shun undue ornamentation or flourish and fancy borders of any kind is to keep the reader's eye on the text and not distract from the "story" by inharmonious type faces or erratic typographical designs. These are some of the several points which have to be considered in the setting up of advertising copy.

One thing the printer has found it difficult to break away from is the use of punctuation marks in display lines. Advertising specialists and others directly interested in the progress of printing have found it difficult in educating compositors to dispense with this time-worn convention. Punctuation marks in display should not be used at all unless they are necessary to clearness or are required by abbreviations.

With the advent of the copy man some trouble was experienced at first with the printer, who looked upon the former as an interloper in the composing room. The ad-setter wouldn't acknowledge that a man who had not worked at the case could be a good judge of typographical

THE "3" DROMEOS.



"Hand in Hand - like Brothers" - Not one, &c.
 "YANKEE SOAP" - 13c. "SHAVING STICK" - 35c. "SHAVING CREAM" - 30c.
 All similar in *quality* - making an equally - rich -
 creamlike - never-drying LATHER.
 They differ - in style - size - odor - - to suit various tastes.
 The drug store that does not keep them
 is hard to find. If your druggist does not
 have the Solid Joy Water - write to us.
 (ESTABLISHED 1856) The J. B. WILLIAMS CO.,
 Glastonbury, Conn., U. S. A.

The above two illustrations show the change that has taken place in the advertising of the Williams Co. in the last 14 years.

effects. This attitude, however, has been supplanted by one of respect for the knowledge and ability of the advertising man. In the progress of his own education the printer has learned that the advertising man can and does know more about advertising and advertising composition than the ordinary printer ever has the chance to learn. Now the two work together enthusiastically, and, as a perusal of the advertising columns will show, with the most effective results. Each from the storehouse of his own experience helps the other with suggestions and ideas.

While a great deal has been done in the direction of more effective publicity through better ad. composition, the construction of many of the ads. seen in the magazines and newspapers could be greatly improved. I am not inclined to be pessimistic, nor do I wish to impute to the printer any desire to adhere to ancient forms, but it is sometimes discouraging to note the indifference paid to advertising composition by some printers who have every opportunity to learn better. Most of our newspapers, particularly with reference to our larger city dailies, carry advertisements which, considering the inevitable restriction placed upon this form of publicity, are about as good as they can be made. But in many instances these advertisements are designed by men who have made a study of advertising, and are not the work of the ordinary printer. It will pay any compositor, whether on magazine or newspaper, to study the typographical effect of the advertisements as they appear in our best publications. In this way he will be able to raise the standard of his own work up to a higher plane of efficiency and materially assist the copy-writer in his very natural desire of having his advertisements read.

With the advance in advertisement composition has come a change in the reader's ideas of advertising. Where they once only glanced at the advertising columns, they now—at least most of them do—religiously scan each ad., unconsciously admire its fine points, including its general artistic excellence, and in various ways show their interest and appreciation for the brains and handiwork of the advertiser and printer. That this interest is beneficial in its results to both advertiser and public alike cannot be gainsaid. And so long as our advertisers continue to maintain the high standard to which they have thus far adhered, they will find little or nothing to find fault with so far as the profitable end of the matter is concerned, and that is really the chief point for consideration after all.



An ad. that attracts attention does not always attract sales.

Churches Must Advertise More

It's Their Duty to Seek Out Aggressively the People Who Have Fallen Away—They Should Take Better Advantage of the Most Effective Means of Getting the Public Ear.

THE time is not far away when the problem of non-church attendance in Canada will have to be solved by advertising. There is nothing in this statement that should startle the clergy or anyone else. They'll all come to see the force of it before long, and a test will prove the merit of the idea.

How are the churches going to reach the people who have fallen away from the fold? Certainly they are beyond the range of any possible amount of exhortation that may be made from the pulpit, and a personal canvass is out of the question. The churches must go after these people—it's their plain duty to do so and they are also in duty bound not to ignore any good means at hand that will assist them in the accomplishment of their purpose.

If there was any more effective way of reaching the public ear than through the advertising columns of the newspapers, the clergy may rest assured that business men would have discovered it before now.

A book entitled "Workable Plans for Wide-awake Churches," has been published in the United States by Rev. Christian F. Reisner. In it a chapter is devoted to advertising. The author says:

"Why advertise? First: It shows life and enthusiasm born of a confident belief. Religion won its way because its zeal knew no doubt . . . The successful salesman believes in his goods, and then is all alive to push them. Ability alone produces advertising that tells, and this by means of arousing thought. If backed by truth, the advertiser and the article gain influence, respect and reputation.

"Second: The church has a message for to-day. Theology has changed its forms. It fits present problems. Men do not know it. Many have only the memory of twenty-five years ago, when a future heaven was the chief topic.

"Third: It will reach men where they live. What good does it do to cry out at them from the pulpit of an empty church? Newspapers, posters, signs, street-car cards and magazine pages face them daily.

"Fourth: It will mix religious thought with other things, and by memory, stimulation, and suggestion help keep men

straight and clean. Many do not meet religion for months. A word or sentence may be a finger pointing to right, or to spirit culture. This sentence, 'A homelike church,' has done it."

It is not to be supposed for a moment that any church, as a congregation, can afford to do much advertising; but the non-conformists might consider a plan that would exploit them all. We would suggest that two dozen or more churches join in a campaign in Toronto, Montreal, Winnipeg or any city with fifty thousand or more of a population. The plan is well worthy the consideration of advertising managers of the dailies.

The Editor of "Economic Advertising" wrote to several prominent Toronto clergymen on the subject, and, although they have all maintained an eloquent silence, we believe the time is ripe for aggressive work on the part of the newspapers. It is only a matter of time and intelligent effort until we see our Saturday papers carrying a full-page church ad. The usual announcements might be run around the outside, and the centre devoted to a good, strong, man-to-man talk, non-sectarian in tone, emphasizing the social, mental and spiritual advantages of church attendance.

Such advertising would be read by thousands of people whom the churches cannot reach in any other way.



Those who profess to disdain all conventions are only seeking advertising of a kind.

The most common form of infidelity, is lack of faith in one's self.

Cold air will turn the mill wheel quite as effectively as the superheated variety—besides, it's healthier to breathe and less is required.

Dishonesty in ad., like bigamy, is its own punishment.—Rusty Mike's Diary.

A stream of opportunities is constantly going by. Pick out the ones that you can use and nab them.

Sometimes it hurts to see another man smile.

Luck is not spelt right. It should be W O R K.

Enthusiasm is good—except when it breeds falsehood.

Cultivate the sense of observation, but don't, for heaven's sake, be a rubberneck.

The race of life is short and much depends on the start you get, but don't try to beat the gun to "get there" ahead.

Confidence sometimes breeds disappointment.

Current Advertising



No. 6—The aftermath of the disaster.

17 Dead—23 Injured—5 Fatally

Again and again these head lines in the daily papers conjure up visions of journeys begun in joy and gladness in a railroad train and ended in gloom and sadness in an ambulance.

Yet the reality of railway accidents are preventable. This frightful list of deaths and injuries can be stopped altogether, or reduced to a negligible percentage.

Analysis shows any accident—The cause can be directly traced to human negligence, and just as directly safety devices fitted on the train chassis, just as, say, with 100 automobiles here to be considered a factor in highway travel.

And safety such as a purely automatic and mechanical device.

In the Price device of Automatic Train Control, we have the only automatic of the automobile.

Universal Signal Co., Ltd.
12-14 Wellington St. East
Toronto

Patented in the U.S.A.
Patented in the U.S.A.
Patented in the U.S.A.



the Newsboys with shrill cries and scurrying feet—modern Mercenaries of the God of Publicity—pander to the public taste—and sell their wares—by their yells of “Extra—a-a—big wreck on Railroad—20 killed—50 injured—Extra—a-a—!”

The public loses sensation.

The most prolific source of newspaper sensation is the railway wreck.

Eighty-five per cent. of railway wrecks are preventable.

There is a device which will absolutely remove the 85.

It is the Price System for the Automatic Signaling and Controlling of Trains, and by its adoption by the railroads of the country, all wrecks caused by collisions, head-on or rear-end, open switches or derails, or breaks in the track will be prevented.

Come and see the Price device actually working on our demonstration train, every day at 10:00 a.m. and 8:00 p.m. at our office, 12-14 Wellington St. East, any day between 9 a.m. and 8 p.m. on any weekday.

Universal Signal Co., Ltd.
12-14 Wellington St. E. Toronto

Patented in the U.S.A.
Patented in the U.S.A.
Patented in the U.S.A.



When Traffic is Bunched Up in Heaps

The Story of the Open Switch

The Limited Express booming through in open switch piles up cars and engines in a fantastic heap by the road side. Its enormous power suddenly checked—twists, hammers and batters the heavy rolling stock into a grotesque and shapeless mass of wood, iron and steel.

What chances have men, women and children in accidents like this of escape, safe in body and sound in health? Think of the suffering—horror and pain in these carrels in the grip of the terrible force that twists steel and wood like paper.

The open switch accident huggers

We save people from the great danger to automobiles if you will call it our demonstration train, every day at 10:00 a.m. and 8:00 p.m. at our office, 12-14 Wellington St. East, any day between 9 a.m. and 8 p.m. on any weekday.

Universal Signal Co., Ltd.
12-14 Wellington St. E. Toronto

Patented in the U.S.A.
Patented in the U.S.A.
Patented in the U.S.A.

“MOTHER, dear, the battle's over.”

So singeth Charles Edward Peabody. The Universal Signal Company's first advertising campaign is finished. The ghosts of railroad wrecks are laid away for the time, and the resourceful Charles Edward is busy conjuring up a series of nerve-destroying thunder claps that are destined to make the efforts of the late Edgar Allen Poe look like thirty cents. If our fellow-laborer in the vineyard had ten million dollars, he could show Mr. Hearst what a real, live yellow newspaper looked like.

No series of ads. has ever displeased the critics quite as much as this same Universal Signal stuff. It is different, altogether different from beginning to end. The artist—Peabody is an artist—ignored all rules and regulations—refused to be hampered by the ordinary rules of civilized warfare. And he succeeded in producing as remarkable a series of ads. as any that ever appeared in Canadian newspapers.

The decisions of critics are always pleasing, but the only critic of advertising worth considering for a moment is—the intelligent buying public. In this case the adman pleased his public. The series, three of which we have reproduced, accomplished its purpose—created a desire for Universal Signal stock. But just whether it was wise for the company to take chances of antagonizing every possible buyer of the Price Device in the country is doubtful. But that's another question

Adventures of Advertising Men

Some Experiences of a Solicitor at Home and Abroad
—The Man Who Expects Courtesy for His Own Travel-
lers and Does Not Extend It to Salesmen Calling on
Him—By D. W. B. Spry, of The Buyers' Magazine.

YOU ask me for a story based on the view-point of the man who has advertising space to sell. In other words, to tell your readers some of my experiences as an advertising man who has, in this and foreign fields, solicited contracts for advertising space in Canadian publications.

Much has been written of, at, around and about advertising. Generally speaking, acres of space have been devoted to experiences from the advertisers' point of view, the publishers' ideas, and the opinions of the advertising experts. Little has been published regarding the actual experiences and incidents, humorous or otherwise, which befall the men who have advertising space to sell.

I shall endeavor to give a few opinions, gained from experience, together with incidents which have cropped up in my own career as a seller of advertising space, and I shall probably see them all from the seller's side of the publicity field. Incidentally, I might add that my experience in journalism extends over a period very close upon twenty years, the major portion of which has been given to the "most important branch" (from the publishers' standpoint, at least), namely, the "money-earning end,"—the advertising de-



partment. I have been associated with Canadian publications only, and have been connected, successively, with weekly, daily and monthly periodicals. During these years I have formed a somewhat intimate knowledge of the publicity requirements of foreign, as well as domestic, advertisers, as associated with the advertising columns of Canadian publications.

I count among my most intimate and valued business friends, principals and managers of firms located in more than one

foreign land, with a goodly number near at home. Personal and other connections have been formed among advertisers in France, Holland, Spain, Italy, Portugal, Germany, Belgium, Austria, in the United Kingdoms of Great Britain and Ireland, and in the country to the south of us.

In parenthesis, let me add that a personal business connection and personal friendships formed with clients count very much to the man who has advertising space to sell; and I believe that friendships, also, are material to the man who buys advertising space. Whatever success I may have attained in the advertising-selling arena, I feel, in no small measure, is due to that one feature which I have ever kept in mind—the forming of friendships. There are men with good propositions, but lacking personality, who fail. There are men with personality and a poor proposition who succeed. In my own case, I am free to admit, I have been connected with both good and bad propositions—but of that more anon. By personality I mean that “something,” that ability, to so leave a client, or a prospective client, that you feel confident that you may make a future call; that you may feel and know that you have impressed your client with the fact that you have confidence in your own proposition, and that you have gained his confidence.

Let me make another slight digression. I never intentionally “knock” any other proposition. Every man who has a proposition in the advertising field is entitled to consideration. It is up to me, as a solicitor, to make the favorable impression, so that I will get my share of any appropriation going. The other fellow should feel the same way. If the other fellow gets it, and I don’t, then I have failed to convince my prospective client with my personality and my proposition. I look for another chance in due course of business. The advertising canvasser who has a hammer out for the other fellow’s proposition, forgets that during the time he is hammering he is more than likely knocking the good opinion of the client, as the client may already have formed a judgment, and he does not like to be told that he is a fool, even by inference.

The fact that I have visited foreign lands, selling advertising space, may lead one to suppose that I am somewhat of a linguist. I am not. I speak, read and write but one language—the one in which this is written. The traveler abroad is most agreeably surprised to find how universal the English language is becoming. You hear it spoken much more on the Continent than one who has not visited there would suppose. A fair idea of its use among business men may be gleaned from the statement that

out of some eighty firms called on in the southwest part of France—in towns and hamlets far from the regular tourists' routes—in only three was it impossible to carry on a conversation. The principal in each of these was not at the office when I called.

And this reminds me of an incident worth the telling.

Having reached the office of the firm in question, whom I had reason to hope would become advertisers in Canada, I presented my card and asked for "M——." The gentleman to whom I had addressed my question rolled out a long phrase in French, which naturally puzzled me. I did not know what he was saying. Repeated attempts to impress upon me what he meant failed. But my French acquaintance was not to be misunderstood. He reached for an English and French Dictionary, and having pointed to the French word "retour," which I found in the English language meant "return," the polite young man mounted a high stool and, turning the hands of the office clock around until 3.30, made himself thus understood. His principal would return at 3.30, and I was to come back. I did. And I got an order. I should perhaps say that I did not understand French, and he did not understand English.

On the same journey I stopped at an hotel in Cognac, the town from whence comes, in name, all the brandy sold on this market, but much of which never sees Cognac, nor the Charente district. I had ordered beefsteak, well done, and away went the waiter. When I got my steak it was too rare, and this is a fault with much of the French cooking. Back went the steak, twice. Same result, too rare. In desperation I picked up the steak on a fork, lighted a match, and holding it under the steak, endeavored to make my waiter understand my requirements. It had instantaneous effect. I got well-cooked meats in future, during my stay in that hostelry.

Now a story on myself in "dear ol' Lunnon." It was my first trip, fresh and green from Canada. In "The City," that wonderful part of the British Metropolis, I had most of my calls to make. And here I hid soon after arriving. I was bent on getting business—and quickly. The good and friendly advice I received from previous visitors I had paid little attention to. I felt that I could do business along the same lines and methods as we do in Canada. But I was mistaken.

My first week in London ended in dismal failure. Nothing doing. I was well on to the second week, when I had an experience that capped the climax. Just here I should state that the greatest difficulty is experienced in getting past the doorman, office boy, or the junior clerk—he of the plastered hair, cigarette-stained fingers, and the mammoth income of £50

(\$250) per year and "find" himself. Upon this latter type of business man more anathemas have been cast than any other type of biped in captivity.

I had spent much time, and said inwardly (perhaps) many things not fit for publication, in trying to get to "The man to see." For over a week I had failed, and I want to say just here, that I never worked, or worried, so hard in my life before. In one place I handed in my card, after getting past the door-man (when he was not looking). I asked for Mr. So-and-So. He was handed my card, and, without even reading it, ripped it into pieces, and remarked, "We don't want any pencils to-day." Wow! I got hot, but my collar did not melt. In a moment I recovered my senses and was heading for my hotel. Enough of Old England for me! Back to home for mine! First steamer, etc., etc.!! At the hotel I met a friend, a Canadian, by the way, who yearly visits England. To him I related my experiences of nearly two weeks. "My boy," said he, "get out your topper, frock coat, and rest of your paraphernalia, and go right back at 'em! If you don't get a hearing, I am mistaken."

I did as was suggested. The first man called on next day was he of the "pencil" incident. No trouble. Got right into the sanctum sanctorum. Closed a nice bit of business, and to-day he and I are fast friends. We often joss one another about the incident. It appears that I had a pencil in my hand when I called, and had evidently been checking off the list of calls as I walked in. However, the clothes make the man in London. I might remark that I wore, during my early and very trying experience, what we are pleased to call a business suit. That won't do in "The City" in London.

On more than one occasion I was in some very large business houses at the "Tea Hour." A firm I have in mind at the moment is one of the oldest and largest in their particular line in England. They employ over four hundred hands, and that all the year round. Every day at four o'clock, to every person in the building,—employe, principal and visitor, alike—is served "Afternoon Tea," consisting of tea, bread and butter and cake. At times, fruit and an iced drink is added. All at the expense of the firm. Boys and maids, in neat uniforms, look after this particular duty. The works close down for half-an-hour. This is no isolated case. It happens in hundreds of establishments in London and other parts of England. With all apologies, when this first was sprung on my notice, I made polite inquiries; I was told that tea had been served in this institution for generation after generation, and while it might be profitable to stop the practice, no one dare attempt it.

Outside of London, it is only fair to say that clothes do not cut the same figure in business, as might be expected from the story related above. In the provincial cities of England, Scotland and Ireland, tweeds will do. Top hats and frock coats do for dress occasions. In that respect they differ from London. Their methods of doing business, receiving business callers, and so on, are much as we have it here.

Holland, too, has some features not at all strange to the visitor. Their banking hours, however, are different, and when in need of cashing in, on your letter-of-credit in Holland, get there either early or late. Never in the middle of the day. For if you do, while the bank is apparently doing business, with doors open, clerks at the books, etc., you cannot get any money. When I was told that "We are not paying now," I nearly had heart failure. It was explained that the bank paid at certain hours only. They stop paying in the middle of the day, and start in later.

My last visit to the Continent was during the months of July and August. It was hot—just some. Like the business houses of Spain, Portugal and other Latin countries, the offices close in the middle of the day, owing to the heat.

It may not be uninteresting for me to say that in the Old Country and on the Continent, they are very chary about signing printed advertising contract forms. The percentage of actually signed contracts that I obtained was very small in comparison with the number of firms from whom I did obtain orders. The most were verbal. I accepted the verbal order, and I have yet to learn of one Old Country firm repudiating any arrangement which I made with them. Every day, however, I wrote the firms from whom I had received orders on the day previous, thanking them for their courtesy and order, and related my understanding of the arrangement. This gave them an opportunity of changing the terms, etc., if any errors had crept in. Not a single case has arisen where there was any dispute, or alteration. So much for business in the Old Land.

In regard to experiences in Canada. They are many and varied. But one must suffice to conclude this story. It happened in a city not a hundred miles from Toronto. It is quite worth relating, as it may help some other advertising men.

I called at the office of a manufacturing firm and sent in my card. It bore the name of the paper I represented. The manager came into the main office, and in a somewhat surly manner, addressed me thusly: "We are not buying papers to-day." "Excuse me," I replied, "I have no papers to sell. I have a little matter I wish to lay before you." "You got my answer,"

he bawled, and disappeared into his box stall. I enquired when the party went to lunch, as the hour was close upon twelve. Learning that my surly acquaintance would shortly emerge from his pen, I waited. Out he came. When he saw me his face was a picture, but not the kind one would care to hang around the house. The children might get frightened at it. "You here yet?" was the remark, emitted from that face.

"Mr. ———, I am here yet. I waited because I have a few words I want to say to you. They are not directly concerning the proposition I had intended making to you. I just wanted to say that I understand your firm have several travelers out on the road, calling on customers. Now, if you were one of them, and you called, in a respectable and polite way, upon one of the firms whom you do not sell, but wish to, and the head of the house received you in the manner you have received my call—what would you think? Good morning." The man's face was a picture. I believe he was sorry, but I did not wait to find out.

Now, what would you have done?

In conclusion, let me say, that after some little experience, I am of opinion that so long as an advertising man is courteous and polite in making his calls, and does not pester his prospective clients, that man has a right to expect to be courteously received. Advertising is a commodity which is just as legitimate as any other article of merchandise offered for sale. Advertising solicitors—salesmen—do not always receive that courtesy which they have reason to expect. What is the reason?



THE BOOSTER

When you hear a fellow knocking 'cause the times to him seem hard,

Be a Booster!

Just slap him on the back and say, "Come now, cheer up, old pard!"

Be a Booster!

You will find that knocking never helps, while boosting always pays;

That a cheery smile will brighten up the very darkest days,
So if you'd choose the surest of the joy-inspiring ways,

Be a Booster!

One-half of what we call beauty is only style, and nearly all the other half is nothing more than elegance. Not until the world re-learns to love the simple—the natural—will it ever appreciate the real beauty of the really beautiful.

Some Success Fallacies

Munsey and Harmsworth Must Have Been Backed
by Large Capital in Addition to the Few Dol-
lars with which They are Credited at Starting

THE life stories of successful men are generally interesting in the highest degree and more or less credible, but it is an open question if some biographical sketches appearing in the popular magazines are only productive of good. The ambitious youths of to-day are liable to attach too much significance to the miraculous achievements of a Munsey or a Harmsworth, or the more meteoric career of a Schwab. These three have accomplished things which demanded the ever-watchful care of kindest fates or the mysterious influence of an almost over-indulgent Providence. It is worth while to hint that ninety-nine men as brilliant as either Munsey or Harmsworth would have failed if they had essayed the tremendous task that either have apparently successfully accomplished. And because the two big publishers are about as picturesque as any characters in the English-speaking world, we might do worse than calmly analyze the miracles that both are supposed to have performed.

We are told that Frank A. Munsey arrived in the city of New York in the early eighties, and started a weekly magazine, *The Golden Argosy*, on a gross capital of forty dollars. Mr. Munsey was a stranger in the city, then as now the most material city on God's green earth. Let us remember that the author of "The Boy Broker" was absolutely ignorant of the publishing business. Young Munsey made one shrewd move on the threshold of his career. He managed somehow to secure the assurance of a \$4,000 backing. But—his backers withdrew and we are led to suppose that the youthful and inexperienced publisher started his weekly magazine on a capital of forty dollars. It seems that no printing plant stood behind Munsey. On that lone forty dollars this man, without a friend in the city of New York, managed to fling himself into a \$120,000 debt inside of five years.

When Matthew Arnold said: "Miracles do not happen," he did not know anything about the beginning of the Frank A. Munsey Publishing Company. Nevertheless, Matthew was right. Because Munsey's own story reveals the fact that he was backed with all the buying capacity of \$120,000 during the first five years of his career.

Undoubtedly Mr. Munsey is correct in stating that his personal capital amounted to only forty dollars. New York, however, was extraordinarily good and kind to him. Somehow he inspired confidence, created a belief in his destiny, made friends. One can readily believe that an abler man than Munsey, if just a shade less aggressive, would have failed to secure the backing that the well-known publisher undoubtedly secured.

Mr. Munsey's story, which appeared some time ago in the magazines, would have created a better impression if we had been told more about the friends who made the Munsey business possible.

We could have spent a few moments of sheer delight in contemplating the philanthropic printer who calmly went on printing the *Golden Argosy* until its daring owner was a hundred and twenty thousand dollars in the hole. Why rob the world of Munsey readers of all this joy? And if the printer were like all other printers we have ever known, then why had Mr. Munsey no special word of praise for the generous soul or souls who backed his undertaking? An experienced publisher may find a printing house that will carry him along for a definite period. But his proposition must be a known quantity, there must not be the least iota of an experiment about it, and cash or negotiable paper must be handed over to the printing house inside of sixty days from the date of the first issue of a weekly publication. Some man, or men, backed Munsey's experiment to the extent of \$120,000 in cash or credit. They believed in Munsey's genius.

The Frank A. Munsey publishing business as it exists today is the direct result of a remarkable exhibition of faith, on the part of business men, in as remarkable a genius as any alive.

That Mr. Munsey is an extraordinary man goes without saying. But his plunge into the publishing business was a gamble purely and simply for those who extended credit to the extent of \$120,000. Munsey may have seen the end; but we are safe in believing that he did not. The same monumental belief in HIS destiny which carried Napoleon from one success to another, is discernible in the American publisher. And just as one must attribute a great deal of the Napoleonic glory to the phalanx of military giants which surrounded the French Emperor, so must we attribute much of Munsey's success to the specialists his genius has attracted and holds.

About eighteen months ago the writer happened to remark to an ardent admirer of Munsey's that the latter was publishing at least two magazines which he would be compelled to with-

draw. They have been withdrawn. To-day Mr. Munsey is publishing a magazine which no experienced advertising man would take hold of on a straight commission basis. It will be withdrawn. Whether it is wise to hold up Munsey as a luminous example for young men is doubtful. We have certainly saner, if less spectacular, examples in the publishing business nearer home.

Harmsworth, the British publisher, is as odd a genius as Munsey, although altogether different. The Irishman is not as brilliant as the American, but he's a shrewder business man. But, reporters earning \$5 per week do not save up enough money before they are twenty-two to pay for the initial issue of a paper like *Answers*. Here again the facts are blurred. Ten years ago there was a story told in the Students' Union in Oxford, England, to the effect that Alfred Harmsworth had been left ten thousand pounds sterling before he essayed the role of publisher. Alfred's commercial instinct (Lord Northcliffe is a business man first and a publisher after that) compelled him to make a deal with a big insurance company, whereby the company agreed to pay an accident insurance policy to the nearest kin of any reader of the current issue of *Answers* who met with an accident, fatal or otherwise, on the railroads of Great Britain and Ireland. And *Answers* was a commercial success from the beginning, although for years it was not more than a weak imitation of *Tit-Bits*.

Lord Northcliffe is a surer reader of popular opinion than Munsey is ever likely to be. I only remember one case in which Harmsworth had to change—not withdraw altogether—the nature of a publication. To-day the young Irishman controls more standard publications than any other publisher in the world. The fates have been kind to both Munsey and the Britisher, but it would seem that the requirements of the Empire are conspiring with the fates to make Northcliffe immortal—a character fit for the analysis of the historian—a favorite son of the gods. Because Harmsworth, with the prescience of the born financier, is capitalizing the trend of public opinion, flinging his immense resources and influence behind the Tariff Reform party—not because the doctrine of Chamberlain appeals strongly to his sense of justice, but because there's millions in politics for the publisher who interprets the trend of public sentiment correctly. Big issues have saved far less brainy men than Northcliffe for the admiration of posterity.

But surely it is foolish to determine a publisher's success by his bank balance. Munsey and Harmsworth are only successful publishers in as far as they have elevated the moral and

mental tone of their constituencies. The primary business of a publisher is not to roll up an unwieldy fortune. He certainly requires money, but it is only as a means to an end. A banker, a steel king, a railroad builder may live for fat dividends, and we can review their lives with a certain amount of equanimity, but we expect to find higher ideals swaying a publisher.

The danger of instilling the idea into ambitious youths that it is possible for an alert and resourceful mind to start a successful publishing business on a gross capital of forty dollars, must be admitted as soon as considered seriously. "What man has done man can do," and do that much differently and better. It will be ever thus. But before any young man starts a publishing business with a capital of forty dollars, I would seriously advise him to choose his father-in-law very judiciously. Then hypnotize the owner of a big printing establishment, make a philanthropist of that man at all hazards. Get a little wisdom—the kind that experience alone buys, and if your father-in-law and the printer are under the domination of the gambling spirit good and plenty, you may succeed ultimately.

However, young man, if you are alone in the world, a stranger in either New York or London, with a forty dollar wallet—invest a fiver in a meal ticket and hunt up a job. Don't be foolish enough to sink all your capital into a weekly magazine. If Cassie Chadwick is ever re-incarnated, she may be able to perform a stunt like that, and get away with it. But—don't you try it. Because the publishing business is far more hazardous than John Rockefeller believes the oil business to be. If you must play a lone hand on your forty, start a bank in opposition to Morgar—corner the wheat market—buy up a railroad or a silver mine; but for the Lord's sake keep out of the publishing business.

Both Munsey and Northcliffe are remarkable men, gifted with extraordinary vigor, foresight and ability, but to vary Rudyard Kipling: "Things never yet accomplished things. Once on a time there was a man backed by cash or credit."

—T. J. S.

A writer in the "Open Court" says we must take Nature as it is, life as it is, and find God in these facts. But why not improve Nature, and make life better, and let the disquieting deduction alone?

A French actress is credited with saying that it is impossible for a woman to dress elegantly on less than thirty thousand dollars a year. Kindly notice the heavy stress on "elegantly."

Business Insurance

Commercial prosperity can be bought on a straight dollar and cent basis—much the same as you'd buy life insurance.

Your interests as a manufacturer demand a liberal allowance for advertising—*the only sane success insurance we know anything about.*

The prosperous manufacturer who does not advertise—*who does not make every effort to standarize his product*—is just as irrational and improvident as the man who lives through his vigorous years without taking out one or more insurance policies.

If you fail to hammer home the merits of your product during your prosperous years, its virtues will not save it as a marketable commodity when the day of keen competition arrives. And that day is coming quick. *Are you prepared to meet it?*

We produce different and better advertising matter—*copy that creates the biggest kind of a demand for the goods in the shortest time at the lowest cost.*

We actually fill space profitably. We state your strongest selling arguments clearly, frankly, forcibly, —*state them in a way that people are bound to read.*

Stewart & Tobin

43 Victoria St.

Toronto, Ont.

Letters from
Experienced
Advertisers
No. 4

Previous letters:

1. Pedlar People, Oshawa
2. H. O. Mills, Buffalo.
3. Lever Bros. (Sunlight Soap)

COPY OF LETTER RECEIVED FROM
THE NATIONAL CASH REGISTER CO.

Capital Stock, \$10,000,000

Dayton, Ohio, U. S. A.

Feb. 5, 1909

Messrs. J. J. Gibbons Co., Ltd.,
119 Wellington St. West,
Toronto.

Gentlemen:

The splendid advertising matter you are getting out for us prompts me to express our appreciation of the efforts you constantly put forth in our behalf.

I do not hesitate to say that for carefulness in even the most minor details, I do not think your company could be excelled. We are certainly very much satisfied with the results through the advertising that comes from your long experience in the business.

Yours very truly,

F. E. MUTTON.

J. J. GIBBONS LIMITED
ADVERTISING
TORONTO MONTREAL ST. JOHN, N.B.
119 Wellington St. W. La Presse Bldg. Ritchie Bldg.

Economic Advertising

A MONTHLY
MAGAZINE
published in



the interests of
CANADIAN
ADVERTISERS

STEWART & TOBIN, PUBLISHERS, 43 VICTORIA ST., TORONTO

S — U — C — C — E — S — S

THE HISTORY OF

The Montreal Star Spells Success

“Success” has always been the distinguishing feature of The Montreal Star. Its unequalled news service, its clean advertising columns, its progressive policy and its enterprising methods have given it a place, as a newspaper and as an advertising medium, above and beyond all other Canadian papers, and have earned for it the unquestioned title,

Canada's Greatest Newspaper

Facts, figures and general information of interest and of value to advertisers supplied on request by the

ADVERTISING MANAGER

STAR OFFICE, ST. JAMES STREET, MONTREAL

S — U — C — C — E — S — S

The Calgary Daily News

started business March 29th, 1907.
It now has a circulation of over 3,500
and is growing faster *right now* than
any other paper in Canada.

It carries the exclusive municipal
advertising of Calgary, the largest
local display patronage, and is now
“hot foot” after the bulk of the
agency business.

RESULTS TELL THE TALE
You like having it well told

ADDRESS

Advertising Department

Daily News Building

Calgary, Alberta

The Man Behind the Counter

It is true that a strong advertising campaign to the consumer results in a demand on retail dealers.

It is equally true that if you supplement your consumer campaign by advertising in the trade papers read by dealers through whom your goods are distributed, your consumer campaign is made doubly effective.

You secure the co-operation of the man behind the counter.

And the outlay required to get the dealer interested in your proposition is very small considering the end accomplished.

MacLean's trade newspapers are the best mediums in which to reach the trades covered by them. Each paper is editorially strong and contains special features that keep it close to its readers. Circulation is kept complete by the combined efforts of over 200 canvassers, who, between them, cover every corner of each province in Canada at least twice a year.

The Canadian Grocer

Dry Goods Review

Bookseller and Stationer

Hardware and Metal

Canadian Millinery Review

The Canadian Bookman

Also publishers of Busy Man's Magazine and Financial Post

The MacLean Publishing Company

Limited

Montreal

Toronto

Winnipeg

New York

Chicago

London, Eng.

The Monarch Visible

is the only successful wide carriage typewriter made—

Why not buy the right machine first?

The uses of a typewriter are as varied as the requirements of your business. Letters, invoices, statements, tags, cards, legal documents, and all loose leaf forms **should** be typewritten.

You want **A Monarch** typewriter because it does **all** the work of a twentieth century business office and **does it easier, quicker and better** than any other machine on the market.

You'll buy a Monarch ultimately. Ask us for proofs of its superiority and save money.

THE MONARCH TYPEWRITER COMPANY

98 King Street West, Toronto

Limited

THE SIXTH (1909) EDITION OF

The Canadian Newspaper Directory

is now ready for distribution. It will contain over 400 pages, handsomely bound in cloth, including—

A description of every newspaper town in Canada.

Full particulars about every Canadian publication, with circulations for 1908.

Condensed List of all publications in Canada, arranged for ready reference.

Complete List of all Canadian Dailies.

Classified and County Lists.

Two-color maps of every Province, showing Newspaper Towns in red.

Since the first edition was published in 1892, THE CANADIAN NEWSPAPER DIRECTORY has been looked to by advertisers everywhere as the

Standard Book of Reference

on the Canadian field. No other Directory approaches it in completeness and accuracy.

The 1909 edition will be the best yet. If you are interested in any way in Canadian papers, you need a copy.

Orders received now will be filled promptly on publication. Price \$2.00, express or postage prepaid.

ADDRESS THE PUBLISHERS

A. McKIM LIMITED

ADVERTISING AGENCY

MONTREAL AND TORONTO

Economic Advertising

T. Johnson Stewart, Editor

T. J. Tobin, Business Manager

Vol 1.

Toronto, May, 1909

No. 9

Straight Talks

ADVERTISING—A GENERAL TALK ON THE SUBJECT

IN the olden times, we are told, certain professional men made it their business to mystify the common herd by making mysterious signs or passes before beginning any task in the range of their limited science or profession. Doctors, for instance, were in league with all the occult forces of the universe, and talked mysteriously about their ability to cure "all the ills that flesh is heir to," sometimes even claiming miraculous gifts.



There is a class of advertising men—self-appointed experts—who may be compared to the medical men of the mediæval ages—men who try to shroud the advertising business in mystery. They know a little about advertising, and assume to know it all. As a matter of fact, the true advertising expert, like the true scientist, realizes that his knowledge of the profession is limited by his experience and his knowledge of human nature. We may carry the analogy further. The scientist knows much, but he is well aware of the fact that he is only a student of universal law himself. The true advertising expert disdains the mysterious talk of the self-styled specialist. While he knows that general publicity—and by general publicity we mean all sorts and conditions of advertising—is the mightiest selling lever of our rushing business age, he refuses to talk in mysterious terms about it.



Advertising has been called "Printed Salesmanship," but that definition is far from being comprehensive enough. Because some of the best commercial literature produced is not printed salesmanship at all.

The primary object of all good advertising literature is not so much to actually sell goods as to create a demand for certain lines of goods or products. There are times when it is necessary to make one's advertising take the place of real live salesmen, as in the mail order business. But, as a general rule, the merchant or manufacturer invests money in newspaper and periodical space for the purpose of creating a demand for his goods. Therefore, the accepted definition will not do. Indeed, there can be no very exact definition of advertising in general, because the business is just as wide and varied as the commerce of the world. Speaking broadly, all modern publicity is an essential factor, some say the essential factor, in our present system of distribution. It creates a demand for certain brands of goods, but it does not actually sell goods, because it is not generally designed and executed for that purpose. In judging an ad. the question should be: "Will it create a demand for the goods?" unless the copy is planned and executed for mail order purposes.

Do not suppose for one moment that we under-rate the value of "Printed Salesmanship"—copy that DOES sell goods. On the contrary, we think the production of that sort of copy should be the constant aim of every man in the advertising business. The ability to produce such copy places the adman in the van of his profession, and his services at a premium.

Joseph of early biblical fame was perhaps the first genius in the advertising business. After being sold into captivity by his brethren, he so shrewdly advertised his own ability to do things that, in a few short years, he was prime minister to Pharaoh—the real uncrowned king of all Egypt. You can take our word for it, without consulting the clergy, that if Joseph had not talked big—made a strong bluff—he would have passed away as an insignificant and unknown slave. Future generations would never have heard his name. However great he might have been, he would have remained unknown if he had not asserted positively that he could do things. He looked honest. His assertions were believed. And he made good. The same law holds good right down through the ages. The success of Uncle Sam's people is to be attributed to their positive assertions. A generation ago they asserted that the United States would be the first nation of the world commercially. They kept on asserting that fact because they believed in themselves—in the vast resources of their country. The world believes them to-day, because they have made good.

The origin of the advertising business, as it is known to-day, lay in the necessity of man having to make his wants known. Gradually it dawned on the born leader of men that he would have to demonstrate his capabilities as a leader. The chance to demonstrate his superiority may have happened, but in the majority of cases the kings, warriors, counsellors, and legislators of the early world asserted their inherent greatness by words or bearing. Somehow they advertised. The people believed in them—licensed them to get busy and they made good.



What we often call American bluff is really not bluff at all. It's oftener confidence. Our cousins south of the line know things, and they know that they know them. Hence they state their ability to accomplish things in the most matter-of-fact way. They advertise. And incidentally we may mention that advertising has not only built up the huge business concerns of the United States—it has also built up the country.



Without tracing advertising down through the centuries, we have endeavored to bring out two very important points, viz., self-confidence largely makes the man, and advertising creates great business institutions and nations. He who has attained greatness must have advertised in one form or another—he must have caused some people to believe implicitly in his ability to accomplish things. Without advertising no great man comes to his own—without publicity no great event can happen. This, we are aware, is in no way idealistic. It is merely sound commercial sense.

“The lamb lost on the hillside when darkness closes round,
Stands not in silence trembling and waiting to be found;
Its plaintive bleating echoes across the vales and meads
Until the shepherd hears it, and, hearing, kindly heeds,
And when its fears are ended, as on his breast it lies,
The lamb has made this patent: It pays to advertise.”

“The fair and gentle maiden who loves the bashful boy
Assumes when in his presence a manner that is coy;
She blushes and she trembles till he perceives at last,
And clasps her closely to him and gladly holds her fast,
And as he bends to kiss her and as she serenely sighs,
This fact is demonstrated: It pays to advertise.”

N.B.—The poet is unknown. A hundred dollars in gold will be paid to the reader who locates him. Then—may the Lord have mercy on his soul.

Advertising Media

While Copy is the First Essential in all Judicious Advertising Campaigns the Choice of Media is all Important. A few Random Thoughts on the Subject.

THE best advertising copy frequently appears in the worst media. This means that all the genius and exactness one can put into advertising matter may be absolutely futile as far as selling the goods is concerned. The choice of media is by all odds the most important part of an advertising campaign. It does not matter how excellent our copy may be if it is not placed before the people in newspapers or periodicals that they read. Good copy is the fundamental essential, but its significance is worse than commonplace if it is not read.

Industry has been likened to war—active, relentless, and unceasing. The manufacturers and big merchants of the world are the generals in the game. These master spirits have somehow gained a knowledge of the rules governing success. The commercial life of the manufacturer, who only maintains a balance, is endangered.

Standing still—doing the same amount of business as the previous year or years, means retrogression. The business man who only maintains a balance—who makes no efforts to increase his output or volume of business, sanctions his own dissolution. One cannot maintain a balance for years without losing the capacity of maintaining that balance. Young firms spring into life every day. Many are swamped; but a few, imbued with the all-conquering spirit of progress, rush ahead, sweeping weaker competitors into the abyss of commercial life. These young generals of "The Empire of Business" do not play the game as the fathers do. Just as Napoleon startled Europe more than a century ago by ignoring the over-old science of warfare, and overthrowing the ablest military men of his age, so our younger generals of industry forge ahead through the very ranks of competitors. The manufacturer, who has recognized that commercial existence means progression, need harbor no fear. But the man who has been only maintaining a balance will be gradually forced into liquidation, because the younger and more aggressive captains of industry are already occupying his territory. He cannot now grow in the directions he might have grown a few years ago. Only heroic measures will save him from disaster. Because while he has been blindly

and contentedly maintaining what he terms a balance, his competitors have increased their output and pre-empted his field.

The manufacturer surveys a certain territory, sometimes a whole country, as a big buyer for his product. He is convinced that it is superior to the product of most of his competitors. He knew exactly how to perfect his product, but he is not very certain of the best possible means of marketing it. If the young manufacturer captures a big market, he must fight huge aggregations of capital with ingenuity. He cannot, as a general rule, place an effective field force on the road right at the outset. He knows, or sincerely believes, that his product is just what the people want, and his problem is to get it into the hands of the people at the minimum expense. If he could only line up the dealers—secure their active co-operation, success would be assured.

This is where the trade paper floats into our consideration as the good angel of distribution, and shrewd men are agreed in believing that it should be all that. The dealers are the out-works which the manufacturer must capture before he proceeds to land the central and important party of all commerce—His Majesty—The Consumer.

The proper trade or class publication is the most effective of all advertising media for the very simple reason that there can be no waste circulation. Space in a trade journal which fulfils its mission is worth a high price. Before placing good copy in any medium the advertising man should know its circulation in round figures. No evasion on this point should be considered for a second of time. The publisher has a certain commodity for sale—that commodity is white space. Its value to the buyer is determined by a journal's circulation and its class of readers. A trade paper should cover the trade—that is 75% of the trade all the time. An excellently conducted class publication may attain that circulation. It seldom exceeds it. We should know the circulation—actual, all told, paid-up circulation of any trade paper before handing over any business to it. We should know its circulation in the different provinces or states, cities, towns, and townships. The declaration of a trade paper's circulation should certainly be an informing document.

And then the wary advertising man will find out exactly what subscribers think of the paper—how much or how little importance the merchants of the country attach to it. All these points decide the value of a trade journal as an advertising medium. Of course the trade paper which fulfils its mission is the best and cheapest advertising medium in the world.

The daily and weekly newspapers, when carefully selected, are always effective media. Their selling power is potential to say the least. But—they must be carefully selected.

In marketing a product the general advertisers seem to gauge the value of a campaign by results, regardless of the cost. Because there is a direct relationship between cost and results, we desire to emphasize one or two points which are too often overlooked. If a manufacturer can sell a million dollars' worth of goods at a 15% cost, is there any good solid reason why he should spend 20 or 25% to do that million dollars' worth of business? No, there is positively no reason why a manufacturer should throw away \$50,000 annually. Many continental advertisers do that very thing. We do not need to look far for evidence of this fact. Most of us have noticed a product advertised in big city dailies and also advertised in the dailies or weeklies of towns and villages within an easy radius of the city at the same time.

The advertising man should make it his business to know more than the figures about any medium. He should know the class of a paper's readers. If a city daily is read by the farmers of a community, it is obviously a waste of money to advertise in their local papers. The urban and rural population attach more significance to an ad. appearing in the city dailies or weeklies at any rate. This does not say that we should ignore the value of space in country and small city papers. It only means that the advertising man should be careful not to duplicate his copy. The newspapers are the most effective advertising media we have.

The choice of media is governed by the nature of the campaign. Sometimes a big advertiser will cover the country by provinces or states, and in such cases the work of the advertising man is simplified. Most newspapers give a sworn statement regarding their circulation. But the class of readers is generally more important than the number. As an illustration—it would be poor business policy to advertise automobiles in a workingman's paper. And it would be as foolish to advertise stoves, as heating apparatus, in a paper read by the upper middle class. The newspapers are about the easiest advertising mediums to select. Their standing is very readily understood and explained. And, with the exception of small, insignificant publications, the dailies must fulfil their mission or they cannot live.

The selection of weekly periodicals and monthly magazines calls for more careful consideration. The ordinary man can very readily find out the exact value of a trade journal or news-

paper to his client, but it isn't quite so easy to determine the value of a magazine or weekly with extraordinary circulation. Canada is blessed with a few publications of this kind, but, if circulation statements are correct, magazine publishers are certainly philanthropic.

It is different with similar publications in the United States and England. Magazines are potential selling forces, or factors in the selling game. The advertising pages of McClure's magazine are called "the market place of the world." And there's considerable truth in the same. The price of space in the popular monthlies and weeklies, on both sides of the Atlantic, is enormous, ranging from \$150 per page per insertion, up to \$2,000 and more. Apparently no firm, however wealthy, can afford to advertise in the popular monthlies or weeklies without serious consideration. The price is ruinous, and in nearly every case far ahead of proportionate returns. The magazines, which the people buy voluntarily, are by all odds the best advertising media of this class. Where enormous circulation is the result of unusual activity in the circulation department, the price of space is easily 50% too high. The advertising man must discriminate between good, bad, and indifferent circulation. Munsey's magazine may be termed good circulation, because there is no mad endeavor on the part of the publisher to boost the circulation. The people buy it because they want it. They are not cozened or flattered or forced into subscribing for the magazine by the adroit ingenuity of clever canvassers. We could name quite a number of so-called popular magazines, on the other hand, which are not popular at all. For the simple reason that 50% of their subscribers do not want, and certainly do not read them.

The writer spent three months in the U.S. investigating this matter. He found that over 50% of the people he called on were subscribers to a popular magazine (so-called) which they never read.

It is an easily demonstrated fact that only the least intelligent class of a community are trapped in this way. They are not readers. In the majority of cases they could not buy the articles or products advertised at any rate. To price space in this kind of a magazine on a circulation basis is something akin to fraud. And yet, there are more than one or two well-known periodicals doing that very thing.

The advertising man of the future will want to know more than mere circulation figures about some magazines. He will want to know how the circulation is secured. It is a notorious fact that many people are simple enough to buy things they do

not want—books they do not read—magazines they never open. Even sensible men, men in a position requiring the exercise of brains and ingenuity, will often subscribe for a magazine because of the personality of the canvasser, or out of pure good nature—not because they are interested in the publication at all. Is it any wonder advertising experts bewail the fact that their ads. are not read? They wearily admit that their ads. do bring results, but when an excellent piece of copy appears issue after issue in a magazine with several hundred thousand of a circulation, and barely pays for itself, we are safe in asserting that there's a nigger in the wood-pile.

Circulation figures should be only considered as the basic fact of a circulation statement. The class of readers should be known. The political stand of a newspaper should be compared with the trend of political opinion locally. Because we're buying the probable attention of readers—not mere claims. And there are other points worth considering. We'll take up the subject in a future issue.

T. J. S.

CALGARY "NEWS" HAS PROMOTION DEPARTMENT

The Calgary "News" has sent out the following circular: "We beg to notify you that Mr. R. Harry Quinn, formerly of the Montreal "Star" and "Gazette," the Denver "Post," and the Winnipeg "Free Press," has been appointed advertising manager for the "Daily News." Mr. Quinn was for some time the advertising manager of the Vancouver "Province" and the Calgary "Herald," and resigned his latter position to join our staff.

"With Mr. Quinn will be associated Mr. W. D. Montgomery, who is also a former member of the Vancouver "Province" advertising staff, and was for some time advertising manager of the piano house of Grennell Bros., Detroit, Mich.

"We have also instituted a promotion department in connection with our paper, the duty of which will be to gather the statistics and information that will be of mutual assistance to Eastern advertisers and agencies in the placing of their appropriations. Should you at any time desire any information on Western Canadian conditions, we hope you will consider our staff at your disposal."

True economy in advertising often means what apparently seems a lavish waste of money. No great advertising success was ever achieved without a liberal unloosening of purse strings at the right time and in the right place.—Business Problems.

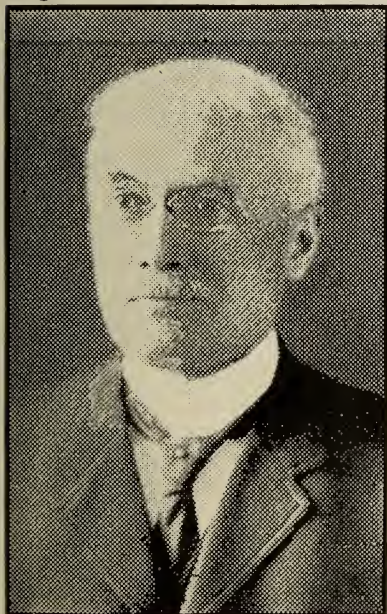
A Story of Extraordinary Pluck

How The Montreal Star was Started on Almost Nothing—The Early Struggles of Sir Hugh Graham
—By George Murray in The Canadian Magazine.

SIR HUGH GRAHAM, the first Canadian journalist to be knighted, has had one of the careers of magic success which are the real romance of this New World, a career that should be an encouragement to young men to persevere under difficulties. He carried to Montreal, as a country boy, nothing but a common school and academy education, and an alert brain. To-day he is a mil-

lionaire newspaper owner, a much besought leader in philanthropic financial enterprises, and a Knight Bachelor. Probably no other Canadian can show greater achievements from extremely modest beginnings.

On acquaintance Sir Hugh impresses you as a man of reflection and ideas, though there is an entire absence of assertiveness in his manner. He is retiring to a fault, and excessively modest about his work, never going further with any undertaking than to admit that it was a "moderate success, and more due to the splendid men with whom I have been surrounded than to myself." But you soon realize that there is a powerful human dynamo behind it all. Sir Hugh had excellent training, to begin with, from a shrewd



Sir Hugh Graham

and far-sighted father, Mr. R. W. Graham, of Huntingdon; and his early experiences as a fighting journalist, endeavoring to establish a paper on nothing but sheer merit and pluck, brought his father's teachings into play, and gave his mind a finer edge

and a truer temper. His constant readiness to acknowledge the debt to his father is one of many likeable characteristics.

It need hardly be said that a man who founded a paper in a much smaller Montreal than we now know—with three successful rivals already in possession of the then narrow English-speaking field, and with less than a hundred dollars of capital—and made of that paper the most successful in Canada, is a master of methods and of resources. To-day people seek his advice on all sorts of enterprises; and it is to be more valued than his cheques, which, for good works, are never small nor grudged. One would think that he could have made a success of any business to which he might have turned his hand. It is merely by accident that he is a big newspaper man. If he had begun as office-boy in a wholesale house, or a manufacturer's office, it is more than probable that he would have worked out his career in these lines of endeavor just as surely.

As it was, the record stands thus: Office-boy in the Montreal "Evening Telegraph" at the age of fifteen, under his uncle, the late Edmund Henry Parsons; one month later, assistant bookkeeper; five months later still, bookkeeper; four months later, business manager. Three years later, he went to the Montreal "Gazette," where he met Lanigan, a brilliant writer, to whom he proposed the next year that they should start a paper of their own. In 1869 they launched the "Daily Star," with less than a hundred dollars in the treasury—but with George T. Lanigan's telling pen, and an unlimited amount of pluck.

The fight to set that paper on its feet would afford material for a journalistic epic. Before very long, the two partners differed. Lanigan, backed by a local capitalist, wanted to advocate annexation with the United States, presumably in order to attract attention to the paper. But Graham objected; his father had taught him better than that. So Lanigan withdrew, and Graham went on alone. An offer from his principal creditors to give him, as sole proprietor, a clean sheet, was refused; and the young proprietor announced his determination to pay every cent of the overwhelming debt of his paper with interest. And this he did, but not until he had tasted every experience that comes to the man who insists upon making bricks without straw. He had no working capital, and the concern was staggering under a huge load of debt, while he was increasingly harassed by lawsuits, writs of attachment, and all sorts of litigious processes. During his struggles he had some ninety-three libel suits on his hands, and he lost only three, which is a fair indication that his papers were generally engaged in righteous causes. His credit became so low at one time that

he had to buy his coal by the bucketful, and send the office-boy for it. He had to pay for his paper day by day with the street sales of the evening before. What seemed like the last straw on his load of trouble was the refusal of his neighbor to continue the supply of steam power, that was furnished by means of a shaft through the wall, unless arrears were paid up—a proceeding that would have meant suspension. Graham wired to the country for a horse power and a horse. These arrived during the night, and for several days a big white horse was on the pay-roll. The horse-treads were erected in a corner of the press-room, and the motive power walked into the office every morning, through the little counting house, to the press-room, which was equipped with a flat machine capable of printing only one side of a sheet. The irregularity of the animal power created a perfect pandemonium. When the press was stopped every few minutes to get relays of white sheets, the animal would start galloping on the mill. This becoming unendurable, a caloric engine was installed, but proved inadequate. It needed help, and every afternoon the bookkeeper, a clerk, and two reporters, the bulk of the staff, could be seen helping the Erricson motor by tugging at the piston rods—a spectacle as near to that of absolute despair as it was possible to see. But Graham never despaired, toiled early and late, and, with wonderful resourcefulness, contrived means for attracting attention to his little paper, pushing it steadily up the hill past its competitors, until many years ago it became the most widely read journal, not only in Montreal, but in Canada. The King, however, does not often knight men for business success. This distinction implies that Sir Hugh did more than build up a great newspaper property and a fortune, and herein lies the secret of his Imperial honor. He at once began to use his newspaper, his fortune, and his own splendid abilities, in the public service. The list of projects that he has undertaken and carried through is formidable. You can hardly mention a striking public need of the last three decades which did not find Hugh Graham endeavoring to the best of his ability to meet it. When the famine broke out in India, for instance, that was far enough away; but its horrors appealed to Sir Hugh, and he set on foot a movement to raise a relief fund in Canada, to which finally one hundred thousand people sent in contributions. The Boer War aroused his patriotic fervor in like fashion. When it seemed doubtful whether Canada would rush to the assistance of the mother country, as the rest of the Empire was spontaneously doing, Sir Hugh stood amazed at the hesitation shown in high quarters. To feel indignation at such paltering was to act;

and he hit upon the ingenious journalistic device of repeating the cablegram, telling of the action of New Zealand in sending troops to aid the motherland, to every mayor and prominent militia officer in Canada, and to leading public men throughout the Dominion, asking if they thought that Canada should do as New Zealand had done, or stand aloof. The response was overwhelming, and swept the doubters off their feet. There came a perfect outburst of indignation from every Province. The despatches filled several pages of the "Star" newspaper, and within forty-eight hours the first contingent was being assembled for embarkation.

In order to encourage enlistment, Sir Hugh insured every man in the contingent against death and accident, the policies totalling a million dollars. It was not known at the time that the citizen who paid for this insurance was the proprietor of the "Star"; but the fact has transpired. It was known to certain people, however, in official circles; and the late Queen Victoria expressed her admiration, with the result that there came at that time a suggestion from London that Mr. Graham should be honored with some distinction. As an active journalist, he discouraged the idea; and has only now consented to accept knighthood as coincidental with his practical retirement from active journalistic direction. His services during the Boer War, however, did not stop there. He also appealed through his powerful papers for a Children's Patriotic Fund for the families of British soldiers stricken in the struggle; and to this one hundred and fifty thousand children subscribed. His Imperial services of this character—as distinguished from his more local labors—have been very numerous. Not the least among them was the help he gave towards making a success of the tercentenary celebration of the landing of Champlain, to which the Prince of Wales came, and which served to show the French-Canadians how loyally English-Canadians honor their great men and their anniversaries.

Of local services the list is too long to be even intelligently summarized for the reading of strangers. The best we can do is to cite a few cases. Just now, Sir Hugh is raising through the "Star" a fund for a new Children's Memorial Hospital. A few years ago he saved one of the most prominent churches in Montreal from going under "the hammer." He initiated, organized, and for nearly twenty years gave strong financial support to the Fresh Air Fund, by which over one hundred thousand working mothers and children have been greatly benefited. Lately he presented them with a large summer home and grounds. His campaigns for civic betterment have been

Outdoor America

“A Magazine
Within a
Magazine”

THE CANADIAN COLLIER'S will print, once every month, an eight - page section entitled Outdoor America. It will be edited by Caspar Whitney, formerly editor of 'Outing' magazine, whose writings will be supplemented by many able contributors. It will endeavor to stimulate interest in all outdoor activities.

Advertisers of outdoor requisites are assured of a large circle of readers who are especially interested and ready to buy.



Collier's

The National Weekly

E. C. PATTERSON

Manager Advertising Department

NEW YORK BOSTON CHICAGO

A. H. Blight, Canadian Adv. Manager

47-51 King St. W., Toronto

The Mail and Empire

**THE BIG CONSERVATIVE DAILY HAS THE
LARGEST CIRCULATION IN CANADA**

¶ The Mail and Empire offers advertising value second to none in Canada.

¶ The Mail and Empire is welcomed in 41,000 homes daily—contains all the news fit to print and is read by every member of the family.

¶ The Mail and Empire is strongly endorsed by our most substantial citizens—its influence in the home life of *progressive* people is greater than ever before and day by day it is adding to its list of *prosperous* and *intelligent* readers.

¶ The Mail and Empire's advertisers *are assured* of commercial success because the circulation is *absolutely guaranteed*.

Quality Does Count

The Mail and Empire

1. Has a larger circulation in Ontario than any other morning paper.
2. Has a larger circulation in Toronto than any other morning paper.
3. Has a larger MORNING circulation (evening editions of morning papers being subtracted from total) than any other paper in Canada.

The Mail and Empire.

GREATEST MORNING CIRCULATION IN CANADA
WHICH IS GUARANTEED

¶ The Mail and Empire's advertisers follow the line of least resistance on the road to success.

¶ Because—The Mail and Empire's readers *can buy what they want when they want it.*

¶ Tell your story *convincingly* in Mail and Empire space and the results *will certainly* please and satisfy.

¶ Our advertisers declare that The Mail and Empire is the *most powerful* medium in Canada *in creating a demand for the goods.*

¶ The Quality of The Mail and Empire's circulation places the big Conservative daily in a class by itself as an advertising medium.

Quality Does Pay

DISTRIBUTION

In Ontario (including Toronto)	. . . 39,603
In Toronto City	 17,982
Outside of Province	 1,464

endless. He has gone so far as to organize a company of judges, business magnates, and citizens generally, to clean the streets, with the assistance of the "Star," when the aldermen conspicuously failed to do their duty; and he succeeded in shaming the authorities into action.

On one occasion his zeal, energy, and courage played a leading part in saving Montreal from the greatest disaster that ever threatened her. This was in 1885, when the dreaded smallpox seemed to hold the city hopelessly in its grasp. The city authorities were paralyzed and helpless. People were refusing to be vaccinated, and there was no adequate place to isolate victims. Moreover, in many cases, the frightened relatives would not permit their sick to be removed from their homes. Mr. Graham personally organized an influential demonstration at the City Hall, composed of leading men in all branches of commerce, with the result that he himself and six of his associates were immediately named on a civic health committee, which there and then entered upon a vigorous campaign of vaccination and isolation. An army of vaccinators and isolators was employed, and did duty for several months. Sir Hugh did not hesitate to go himself into houses where the sick lay, and to explain to their relatives how necessary isolation and vaccination were, and thus to encourage the vaccinators and isolators in their dangerous work. (This I have on the authority of men who worked with him). But there was still an adequate place of isolation to provide. Mr. Graham perceived that the Exhibition buildings were the only available structures. Unyielding opposition to their use was offered by the Exhibition authorities. This, however, did not daunt Mr. Graham. He secured a requisition to call out the troops, and marched at their head to the Exhibition grounds. Here he found the gates barred against them, but he climbed the high fence, and himself wrenched the fastenings from the gates, when the troops marched in. Within twenty-four hours the great building was turned into an isolation hospital, with a corps of nursing nuns in charge, and a procession of smallpox patients going into it. It is not too much to say that Mr. Graham's courage and promptness on this occasion helped greatly to save Montreal from a most costly set-back, from which it would have taken years to recover, for the opening of these great isolation buildings was the beginning of the end of the memorable smallpox epidemic.

Sir Hugh Graham, while keen in business, and a man of conspicuous discernment in the selection of his employees, is most considerate to those who have helped him to build up his papers. He has in his employ several men who have been with

him a quarter of a century. He is extremely fond of golf and billiards, both of which games he plays only fairly well, but enthusiastically—all the time admitting he is a “duffer” at them. He has repeatedly been asked to become a member of joint stock directorates, but has invariably declined. Those who are intimately associated with him say Sir Hugh's forte in business is planning, controlling and directing, and that he abhors detail.

Sir Hugh has his own view of titles. I wrote congratulating him, and in his reply he said: “It would be the merest affectation to say I am not proud of the honor received from His Majesty; but it is one thing to appear to be deserving, and another to prove it by one's after life. I incline to the belief that this is not always so easy to do as might appear.”

He has been in scores of political fights, local, provincial and federal, making enemies, of course; but it is truly said of him that he maintains no personal animosity towards even his bitterest opponent, being as singularly free from vindictiveness as any man I have ever known.

At school, I am credibly informed, he excelled in only two branches—arithmetic and grammar, but in these he was nearly always either “dux” or second in his class.

When the news came to Canada on the King's birthday that Mr. Hugh Graham was knighted, there was a universal chorus of approval. His fellow-journalists were especially enthusiastic, seeing in the decoration of their admittedly most successful confrere an honor to the craft. In Montreal citizens talked of the many public enterprises in which he had been engaged, and agreed that seldom had a title been more honorably deserved. The rest that he now proposes to take, after his forty years of strenuous endeavor, has surely been well earned.



NOT OPEN TO EVERYBODY

A most peculiar effect was produced by an announcement in the advertisements of a county fair. Among other things, the announcement said that “attractive features of this great fair will be highly amusing donkey races and pig races.” Then, to the amazement of the judicious this note was added: “Competition in these two contests will be open to citizens of the county only!”—Lippincott's.



Woman is generally the unknown quantity in the romantic problem—and she's always worth finding.

By-Products in Advertising

It's the Proper Co-ordination of all the Forces
That Make for Sales which Insures Success
in an Advertising Campaign, by Charles
Eugene Powers in "Judicious Advertising."

IT is said that the big Chicago packers were unable to operate at a profit until they began to utilize and market their by-products.

"Now the by-products pay the profit!"

Seems funny, doesn't it, with the fancy prices we have to pay for choice steaks, chops and roasts, that still the packers have to look to bones, hoofs and intestines for their profit?

Verily, "The stone rejected of the builder has become the head of the corner."

They tell me that now when they stick a hog out at the Stock Yards, nothing goes to waste but the "Squeal," and the latest is that they are even using the "Squeal" for making phonographic records.

Such is the report current. I have not tried to verify it, because, as an illustration, it serves my purpose nicely just as it stands, and I never could see the sense of disproving a popular fiction which serves a useful end. And this one points a moral:

"There are by-products in advertising" which have been too long neglected by both advertising and business men.

Advertisers as a class have for years been doing business on the "Steak-chop-and-roast" basis, and far too many campaigns have failed to pay a profit. Now we are all beginning to look to the "Bones-hoofs-and-intestines" of our campaigns to see if there aren't some potential profits going to waste.

This may not be a particularly elegant way of putting it, but it's getting right down to the vitals of my subject, to wit:

Put not your faith in the original "Big Noise" of your campaign, but make the most of it right down to the last dying "Squeal."

In advertising, as in packing, it is apt to be the by-products which make the campaign profitable.

And now, just what do I mean by "By-products" as applied to advertising?

I refer to the utilization of every bit of leverage or advantage accruing from PUBLICITY and to the proper co-ordination

Manufacturers
who
want
more
business
should
know
the
new
way
in
effective
advertising
because
it
pays
better

LET ME TELL YOU how to make more money out of the dollars you invest in advertising.

Let me tell you how I act as advertising manager for two big advertisers — how I study their distribution and build up advertising campaigns in harmony with existing conditions.

How I localize the copy and place the whole appropriation in the hands of *that* agency best fitted to carry out negotiations with the publishers.

And finally—let me tell you how this better service costs no more.



T. JOHNSON STEWART
43 Victoria Street
TORONTO

of all the forces which can be made to converge towards the one central goal—SALES!

That may sound a little stilted or abstract, but, like a good politician, having assured myself of a dignified platform to stand on, I can now get right down to homely facts and illustrations.

The first, and most important, by-product of publicity is, as every one knows, INQUIRIES!

Print it big, Mr. Editor, for as much as we have talked and preached about inquiries, the fact remains that many advertisers do not yet fully appreciate the value of an inquiry.

Only a few weeks ago a prominent magazine representative told us of an advertiser in his publication who said he "Didn't have time to be writing letters to 5,000 inquirers," or words to that effect.

Sounds extreme?

Impossible!

Oh, yes, to be sure; he sent them a letter, I believe, and a catalog, and then told them (mentally, of course) to "Go hang."

Well, that was an extreme case—very extreme!

But the fact remains that in many large institutions the inquiries are handled in a more or less haphazard and desultory fashion, and in practically every large concern there is room for considerable improvement—in the copy, the plans, the procedure.

Now let's see how this question concerns the agency man and the publisher:

A certain advertiser began in the standard magazines with quarter pages. His agency prepared the copy for his magazine ads. and the advertiser prepared his own follow-up letters. The inquiries were necessarily few, because the commodity called for an investment of from \$1,000 up. In addition to this, the advertiser was unknown, his commodity was unknown, and similar commodities had never been successfully exploited in the magazines. There were other difficulties. The inquiries, though few, were sufficient to justify the campaign, provided a reasonable percentage of them could be turned into sales. "But the advertiser's follow-up letters failed to produce any sales." Now, if the matter had stopped here, the agency and the magazines would have lost a good account, but it didn't. Finally a letter was prepared by an advertising man of reputation, who put into it all the brains and skill at his command, in the determination to produce sales. No magazine or newspaper copy was ever prepared with more care or expenditure of good grey

matter. And the result was SALES! That one letter saved the day, and the advertiser, instead of joining the ranks of the down-and-out, disgruntled ones who have "tried advertising" and been "stung," was encouraged to go ahead, reorganize his business so as to overcome some of the obstacles, and is now in the magazines with half pages. Does that concern the agency and the publisher? I think so!

In many cases there is no proper organization of the follow-up work, frequently no system at all, and sometimes too much system. Prospects who have just purchased continue to be harangued for not answering letters; prospects making specific inquiries requiring special dictation receive stereotyped form letters.

And then the copy: Imagine a prospective customer, just on the verge of ordering, getting a letter like this:

"You son-of-a-gun, why don't you answer our letters? You surely are interested in our goods or you wouldn't have bothered us with your pesky inquiry," etc.

Oh, no, that isn't the exact wording, of course; that's the "spirit" rather than the letter of the epistolary effusions that some individuals think is smart follow-up work, and which some great, big, dignified business concerns, that ought to know better, stand for; and, it might surprise you to know how many of them there are. An examination of thousands of form letters in a collection at my convenience, would seem to indicate that familiarity with a half-dozen stock arguments and a dozen set phrases is sufficient equipment for anyone to pose as an expert in follow-up work:

Sometimes you find a mere office man in charge of follow-up work upon which hinges the results of thousands of dollars expended in display advertising.

Again, where the follow-up matter has been prepared by the agency, and "given away," as might be expected the letters have been written by a cheap clerk (if not the office boy), while a 'steen thousand dollar high-brow exuded his entire available stock of perspiration over the preparation of the magazine and newspaper copy.

Now the fact is that it requires just as much advertising genius to prepare the follow-up matter as it does to prepare the display copy, and sometimes more. And the follow-up matter is just as important—just as essential to the success of the campaign.

It is a very superficial view of the situation to say: "Our responsibility ceases when we deliver the inquiries." That may be sufficient to acquit yourself satisfactorily in your own mind, but what good does it do you "if the account ceases along

with the responsibility?" And the account will cease if it doesn't pay.

And what's the conclusion?

To my mind, just this:

The day is coming when every great agency will have at its command one or more men of highly specialized ability in follow-up work, and on taking up an advertising account, one of these men will be sent into the advertiser's place of business to organize the follow-up work, prepare the proper follow-up matter and get everything in shape to handle inquiries "in such a manner that the agency will be able to make the largest possible showing of results," i.e., SALES.

And this will not be any "Free-gratis-for-nothing" service either; it will be paid for by the advertiser, and will be worth all its costs.



Another important by-product of advertising is "the effect on the dealer." When a general publicity campaign is running, no opportunity of impressing it on the dealer should be lost. He should be furnished with proofs or fac-similes of current advertisements, told in what publications they are appearing, and liberally supplied with store cards and posters to act as a connecting link between the store display of the goods and the advertising. The object in furnishing proofs of advertisements is two-fold: (1) To educate the dealer himself to a proper appreciation of the goods; (2) to assure him of a demand sufficient to justify him in putting in a stock.

This seems like reciting A B C's; but, fact is, I have in mind, this moment, a standard magazine advertiser who has been in almost every well-known publication, an advertiser who is wholly dependent upon the dealer for his success, who until recently has allowed this important by-product of his advertising to go to waste, assuming that, of course, all the dealers knew and appreciated what he was doing for them in the way of advertising to the consumer. Well, they didn't, and it was up to him to let them know, and to impress it upon their minds in such a way that they couldn't forget it. So, after years of general publicity, he at last began to bombard the dealer with copies of his ads.; and, taking the dealer into his confidence, he told him of all the things he was doing and was willing to do to help him—the dealer—to get the business. In this manner he succeeded in enlisting the sympathy and co-operation of the dealer, and this new force "co-ordinated" with the force of his general publicity advertising is showing more profitable results.

Just one of the "by-products" of his advertising, you see!

Still another by-product of advertising is "the effect upon the advertiser's own sales force."

I know of one large advertiser, in a technical line of business, whose salesmen claim that they learned more about the goods which they had been selling for years, from a series of advertisements and printed matter prepared by an advertising specialist, than they had ever learned from the Sales Manager or by their own experience.

In this instance the Sales Force is kept fully and intimately informed of all advertising done, is supplied with copies of all printed matter promptly, and "the advertising puts ginger into the Sales Force."

Here is a co-ordination of forces that helps the advertising appropriation to show a profit.

It's a by-product that doesn't go to waste!

In the foregoing I have indicated only in the most general way what I mean by by-products; but, when you come to an analysis of a particular business, you are likely to find other and more specific instances of by-products. For example:

A certain advertiser, manufacturing goods of exceptionally high quality, having prepared a general and what seemed to be a very complete campaign, (including magazines, local newspapers, trade papers, direct advertising to the dealer, follow-up campaign for inquiries, etc.) found that there was still something lacking.

The dealer's salesmen in the stores throughout the country did not appreciate the artistic merit of the goods, and did not realize how their peculiar virtues could be turned to selling account; and, the educational advertising to the consumer must necessarily be largely lost effort "unless" the goods could be lifted out of the rut of commonplace merchandise in the minds of the retail salesmen.

A special plan was finally evolved for educating these salesmen up to the level of the goods, so that now the favorable impression created by the advertising is sustained when the customer enters the store, right up to the buying point. This is supplementary to the general campaign—a "by-product," but a very important one; it will go a long way towards enabling the magazine and newspaper campaigns to show a gratifying margin of profit.

Getting back to my platform. It's the proper co-ordination of all the forces that make for SALES which insures success in an advertising campaign to-day.

Granting that you are using the right medium, that your advertisements are well written, that your catalog, booklets,

and letters are ably prepared, still it is possible that your advertising is not showing a satisfactory profit; if so, I suggest that you look to the by-products of your advertising, and see whether or not you are utilizing them all to the utmost advantage. "Don't let even the 'Squeal' go to waste!"

THE BASIC PRINCIPLE

The test of good advertising is the character that is shown behind it. In everything in life we should have a fundamental. This applies to advertising, selling, or any of the different activities in our business. In advertising, the basic principle is to tell the truth and only the truth.

That sounds a good deal like copy-book ethics and not like business. You would expect to be told that from the pulpit. This basic principle of advertising is not commonly believed in, or else a great deal of advertising which is not based on that factor would be changed.

Why is it good business in advertising to tell only the truth? Why should we always come back to that if we are in doubt as to what to do?

Because, if by eloquence or technical skill in advertising we are able to make customers come into our store and buy goods, instead of buying them because they are better, cheaper, and more desirable than those of our competitors, then we are at the mercy of words, and the man who can lie the most can beat us out.

None of us will aspire to be the biggest liar in the city, and on that basis somebody who is willing to be a bigger liar than we are can get the trade.

All the correction of methods, all building up of scientific system, comes to naught unless we have that fundamental from which nothing can stir us, and to which, when we are involved in the intricacies of advertising, we can always go back—To tell nothing but the truth!

And I want to emphasize clearly that while this is good ethics, it is better business.—Edward A. Filene.

Allow for parental prejudice in criticizing your own "copy."

Rent, stock, salaries, heat, light and advertising. Properly speaking, these are all expenses—operating expenses. All are expected to net a profit and are charged off accordingly. Well, think of your advertising in the same way. It's the one item you can charge off entirely. Think about it.

Current Advertising

WE reproduce herewith two of a series of advertisements run in the Calgary "News" before the Alberta elections. Regarding this series the "News" writes: "Those who are competent to

Vote for Yourself, Calgary and the Rutherford Government

CAN CALGARY AFFORD to be in opposition to two governments?

That is a question that every progressive "I-mean-business" voter would do well to consider before he enters the polling booth on Monday next.

At the present time we have a good-natural "fault-finder" sitting in the House of Commons.

But is there any legitimate reason why we should continue to pass up the good things that a government may add, if it wishes, to the actual necessities of a growing city—particularly when it is in the nature of our own birthright as a province?

No, Mr. Calgarian, we may possibly afford to playfully elect a member "agin the government" at Ottawa. But it won't pay you or your neighbor to turn down the local improvements we may need from the powers that be in Alberta.

Outside of a few disgruntled ones in this city, the rest of the province are unanimously of the opinion that things have been run pretty well, all conditions considered.

Rutherford and his government will continue in office after the 22nd, no matter what happens here.

And it won't pay this city to turn down his supporters and remain among the kickers.

A kicker after all is a knocker, and the West has never stood nor never will stand for knockers.

And it is your duty to your city to return a member to plan the working out of Alberta's destiny in the executive council.

This is a fight between the development of this province by one railroad corporation or a development by several corporations, and you know as well as anyone that it isn't good business or good politics to play any special favorites in a game of that kind.

We can't afford non-representation in the cabinet at Edmonton.

So vote for yourself on Monday next.

And vote early.

YOU'RE GOING TO VOTE for somebody to represent you in the next legislature; somebody who will represent the business and commercial development of this city of Calgary.

But who's the real fellow back of the somebody?

Who are you really for when it comes right down to it?

It's *you*—isn't it?

Isn't it *you*?

After all's said and done, don't most of us vote for ourselves—for our own interests—for our own pocketbooks?

And can they blame you for doing it on Monday next?

Is blind partisanship or hero-worship for mouth artists going to fool you into "swapping, sight unseen" when the chance to change Calgary from a "one railroad" city into a "many railroads" metropolis is at hand?

Railroad competition will help railway labor; will lower freight rates; will cause expenditure of money for upkeep; *will quicken the carrying off of the wealth from our mines and fields.*

And remember, there's a secret ballot: No threat can be made good when the other fellow doesn't know.

No, Mr. Calgarian, the real ticket is: Vote for yourself.

And you do vote for yourself when you vote for the policies and conditions today in this Province—Rutherford for Premier; Cushing for Public Works; and a Liberal ticket for Alberta. These men are for the things you are for: the things that count—good government for all; a healthy development of the *whole Province*, and a determined attempt to make us all happy and prosperous.

The ticket headed by Rutherford is the farm ticket; the work ticket; the factory ticket; the business ticket of this fight.

It is the only one that is!

This, Mr. Newcomer, as well as Old-timer, is your only real platform—the way things are going, and the way you want them to go.

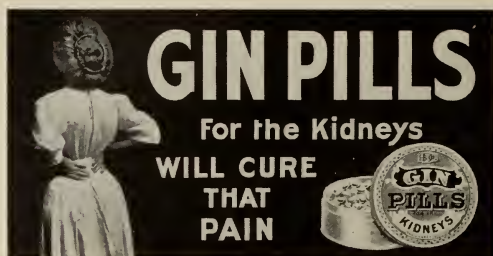
So, vote for *YOURSELF* on Monday next.

And *Vote Early.*

judge, believe they turned the tide in favor of the Liberal party in southern Alberta. Although the 'News' is an Independent journal, it took a strenuous part in the last campaign, and it is mainly owing to this that the Minister of Public Works, Hon. W. H. Cushing, headed the polls with such a competent majority. The enclosed advertisements were, in the opinion of the chief local Conservative organizer, responsible for the complete victory by the Liberals in Calgary and adjacent constituencies. We are sending these to you to use how you please. We believe it would prove interesting to your readers to know the power of advertising political argument at election time."

A GOOD STREET CAR CARD

The National Drug and Chemical Co. use the street cars to supplement their extensive newspaper advertising of Gin Pills.



Street Car Card, designed by E. G. Brewer, Advertising Manager National Drug and Chemical Company of Canada.

We show herewith a good card that is now in all the cars in Canada. The box and the pills form an exact reproduction, in colors, of the package. The card is well designed and, used in conjunction with the excellent copy appearing in the newspapers, should prove effective.

The value of the house organ does not seem to be at all problematic to a number of Canadian manufacturers. Two new ones have appeared this month and both reflect considerable credit on the firms issuing them.

"McClary's Wireless" contains lots of useful information, but, in our opinion, it talks shop too much.

"The Smoke Pipe," the organ of the Gurney Foundry Company, is a better production from the Printer's standpoint—but errs in the same way.

A house organ should be a small publication, issued fitfully or periodically, as the case may be, for the purpose of masking the advertising guns of the philanthropic mortal who publishes

it. It should tell stories, crack jokes, originate a new theology or philosophy, criticize all phases of human life and thought, and attend strictly to the business of the man who puts up the money for its support. It is never directly self-supporting, although it may be indirectly so, and it is, as a rule, more popular than effective.

We have seen a few good house organs, many poor ones, and not one that could be termed a paying institution. As a filler out in an advertising campaign the publication of a house organ is warrantable. That it might be made a strong factor in a manufacturer's campaign is just possible. That it is a valuable advertising medium is doubtful.

THE ONLY ADVERTISING MEN'S CLUB IN CANADA

The Winnipeg Advertising Men's Club elected the officers named below at their first annual meeting: Honorary president—Chas. F. Roland, commissioner Winnipeg Industrial Bureau; president—C. A. Abraham, business manager "Telegram"; vice-president—Geo. H. Sauls, publisher "Town Topics"; second vice-president—W. J. Hardie, western manager Toronto Type Foundry; third vice-president—W. J. Simpson, president W. J. Simpson & Co., china and crockery; secretary—E. J. McPherson, president R. J. McPherson & Co., advertising agents; treasurer—Chas. C. Lindsay, president Lindsay Walker Bill Posting Co.; executive committee—C. W. Pomeroy, advertising manager Winnipeg "Saturday Post"; F. C. Hoit, advertising manager "Tribune"; Wesley McCurdy, advertising manager "Free Press"; John Ridinton, advertising manager Wm. Pearson Land Co.; Walter E. Gunn, publisher "Canada West Magazine"; auditors—R. F. Rigley and James M. Cattnach.

When the pulpit hits a man, it usually hits him hard, the violence of the blow depending upon the ability of the parson. Here is a stinging rap delivered by Rev. Paul R. Frothingham: "The man who pays no heed to civic duties, because his time and strength are so involved in making his private fortune, is not so wholly better than the man who makes his fortune out of public office."

A Boston pastor woke up his congregation by telling them that Bostonians were "too confoundedly lazy," and a moment later added that Americans lacked moral courage—and at the same time proved that he didn't.

Newspapers and Their Readers

The Following Letter Entitled, "Do the Newspapers Print What the Public is Willing to Buy?" Appeared in a Recent Issue of Profitable Advertising. The Opinion of Canadian Publishers Would be Appreciated by Readers of this Publication.

I AM fond of the naive paragraphs that appear in the "Youth's Companion," and I always read those which emanate from the editorial corridor. The other day I found this, embedded in one of the "Current Comment" paragraphs: "President Hadley made it plain in his recent article in the 'Companion' that the existence of any 'feature' of a newspaper, good or bad, is determined by the people, and that the newspapers purvey what they have found by experience the people will buy."

This is more or less true, I am willing to admit; and I want to assert that it is more or less false. I know that it is the fashion for the newspaper owners to assert that they publish what the people want, but I also know that that claim is only an excuse, of the owners, for publishing what they themselves want. The newspapers do publish what they can MAKE the public buy.

For many years I was a newspaperman, and for several years I have been an advertising man; and always I have kept in very close touch with the people who read the papers with some understanding, and I have collected a body of information along that line which convinces me that I am quite right in making the statement that the newspapers do not print what the people want to read, but do print what the very strictly conventionalized and monastic apperception of the newspaper craft leads the publishers to believe the public should be made to read.

I am now particularly interested in the development of the newspapers as advertising business-builders. They have been good advertising "mediums." No one can dispute that. They are beginning to realize that they must be business-builders; and it is vastly interesting to watch the transformation. Many newspapers are trying to meet the new conditions, and some of them are making progress. But few of them realize that they must get into closer touch with the buying public before they can hope to gain over the people that influence that makes 100 per cent. advertising efficiency.

The newspaper business has become highly organized, highly specialized, intensely introspective. As a craft, as a profession,

it has become highly accomplished. As a science it has made little progress during the past generation. The conductors of the newspapers are not in as close touch with the people who read them as they were a generation ago. They do not know what the people want, and they do not try very hard to find out.

Without trying to prove this proposition—which is so evident to me—I must declare my conviction that the greatest need in the newspaper offices of to-day is knowledge of the people who read the newspapers, and an honest attempt to reach them. Almost nobody now reads the papers in the spirit in which they were read a generation ago. He who relies upon his newspaper—any newspaper—for the sort of guidance they gave our fathers, is not only always led astray, but is also by that fact convicted of being lacking in good sense and judgment.

It is not possible for the newspapers to be the dominating influence they were in those good old days. They are now supposed to be the reflectors of public opinion. Yet that which they do reflect is, on the one hand, the desires of their owners, and on the other hand the artificial, academic, and false ideas that control the springs of newspaper activities from the inside.

The result of my own years of service on newspapers, and the more recent years of work as an advertising man, together with half a lifetime of observation of the people who read the papers, leads me to the conclusion that the men who make the newspapers ought to live more with the people. If I were to have the control of a daily paper I would require of my editorial writers that they spend seven-tenths of their time with people, just being good citizens, and not more than the remaining three-tenths doing their newspaper work. I would make the reporters spend nearly all their time away from the office, and have no conveniences for them there further than small stalls in which they could write copy.

If you ever stop to think about it you will realize that the people who now interest the newspapers are but a small fraction of the whole. The great masses of the people are of no interest to the modern newspaperman.

I am, as I said, interested in this matter as an advertising man. I want to see the newspapers become better business-builders, because the advertising profession needs the better "mediums." And I have learned, along with all other advertising men who are really alive, that the better a newspaper is, as a newspaper, the better advertising medium it is. Therefore I am anxious that the newspapermen get out among the people, and report for their leaders the value and flavor of the life they find.—L. F. J.

Grouping the Buyers

That's the mission of a technical newspaper—selecting all the people engaged in a certain occupation and publishing a paper devoted especially to their interests.

Such a paper offers its advertisers a service that cannot be given by general publications. It eliminates the waste circulation that is paid for by every advertiser, in a general paper, who is advertising an article used only by a fraction of its readers.

An advertisement of machinery in a mechanical paper reaches a probable buyer with every copy.

MacLean's technical newspapers are the strongest in Canada, editorially and in point of circulation. A staff of over 200 canvassers is attending to circulation extension the year round. MacLean's technical newspapers are:

Canadian Machinery and Manufacturing News
The Power House Plumber and Steamfitter
Printer and Publisher

Also publishers [of Busy Man's Magazine] and Financial Post

The MacLean Publishing Company

Limited

Montreal

Toronto

Winnipeg

New York

Chicago

London, Eng.

Wanted: A Job or Two

by a man who knows the advertising game from many angles

C Has successfully sold space in the largest general publication in the U.S.—managed trade paper advertising—written and placed copy, and managed the sales and advertising department of the biggest factory of its kind in Canada.

C Will be at liberty within a month to either take charge, on a divided time basis, of the advertising of several concerns in addition to the ones now cared for, or to devote entire effort to some one big proposition.

C Services invaluable to a concern which appreciates the possibilities in harmonious development of a combined sales and advertising department.

Address in confidence,

F. P. L.,

Care of Economic Advertising
Toronto

Business Insurance

Commercial prosperity can be bought on a straight dollar and cent basis—much the same as you'd buy life insurance.

Your interests as a manufacturer demand a liberal allowance for advertising—*the only sane success insurance we know anything about.*

The prosperous manufacturer who does not advertise—*who does not make every effort to standarize his product*—is just as irrational and improvident as the man who lives through his vigorous years without taking out one or more insurance policies.

If you fail to hammer home the merits of your product during your prosperous years, its virtues will not save it as a marketable commodity when the day of keen competition arrives. And that day is coming quick. *Are you prepared to meet it?*

We produce different and better advertising matter—*copy that creates the biggest kind of a demand for the goods in the shortest time at the lowest cost.*

We actually fill space profitably. We state your strongest selling arguments clearly, frankly, forcibly, —*state them in a way that people are bound to read.*

Stewart & Tobin

43 Victoria St.

Toronto, Ont.

Letters from
Experienced
Advertisers
No. 5

Previous letters:

1. Pedlar People, Oshawa
2. H. O. Mills, Buffalo
3. Lever Bros. (Sunlight Soap)
4. National Cash Register Co.

The Page Wire Fence Company
of Ontario, Limited
Walkerville

October 21st, 1907

"Newspaperdom,"
New York City.

Gentlemen—In response to yours of the 17th we will say that we are very well satisfied with the services given us in our advertising work by the J. J. Gibbons Agency of Toronto. These people seem to be alive to our interests and give good attention to all details.

We have every confidence in leaving our interests in their hands, believing that they keep everything well checked up and, we believe, they make practically no mistakes. We regard an agency as valuable only when such contracts can be placed so that all details can be taken from our office, and thus save us expense and care of detail.

Yours very truly,

THE PAGE WIRE FENCE CO., Limited

MERTON CHURCH, Sec'y-Treas.

J. J. GIBBONS LIMITED

ADVERTISING

TORONTO MONTREAL ST. JOHN, N.B.

119 Wellington St. W.

La Presse Bldg.

Ritchie Bldg.

Economic Advertising

A MONTHLY MAGAZINE

Devoted to the Interests of Advertisers in Canada.

T. JOHNSON STEWART

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Editor

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WOODS=NORRIS LIMITED

PUBLISHERS

2nd Floor, Mail Building

-

Toronto, Canada

Build a National Trade !

Every manufacturer whose product deserves a national consumption should advertise in the BUSY MAN'S MAGAZINE for this reason:—

Busy Man's Magazine can prove a NATIONAL CIRCULATION.

No other Canadian publication carries on such an active and successful circulation campaign the whole year 'round from one end of Canada to the other.

Over two hundred circulation men are working on BUSY MAN'S MAGAZINE *to-day*; have been doing so in the past and will continue to do so in the future.

BUSY MAN'S MAGAZINE appeals to the best Canadian people in every community and is read by them.

Moreover, it enjoys a very active newsstand sale.

As a consequence it brings *results* to its advertisers—it will produce results for *you*.

Judge it for yourself by its reading matter and advertising contents. Write us to-day for a sample copy and rate card.

BUSY MAN'S MAGAZINE

10 Front Street East

-

Toronto

Saturday Night

Advertising presents a vast field of mediums of merit—for certain purposes.

Profitable advertising consists principally of intelligent selection of the best mediums for specific goods.

SATURDAY NIGHT is admittedly not the best publication for advertising low-priced articles, in general use by the masses. It is, however, admittedly the best medium for bringing the better-class and more expensive articles to the attention of that large class who have the means to purchase and enjoy the luxuries of life.

It is on the library tables of the great majority of clubs, and prosperous homes throughout every province in Canada.

Advertising rates on application.

Saturday Night Limited
Saturday Night Bldg., Toronto

The Calgary Daily News

started business March 29th, 1907.
It now has a circulation of over 3,500
and is growing faster *right now* than
any other paper in Canada.

It carries the exclusive municipal
advertising of Calgary, the largest
local display patronage, and is now
“hot foot” after the bulk of the
agency business.

RESULTS TELL THE TALE
You like having it well told

ADDRESS

Advertising Department

Daily News Building

Calgary, Alberta

1 2 0,000

is the **Guaranteed Combined**

CIRCULATION

of the

DAILY WITNESS

and its four associate publications, the WEEKLY WITNESS, NORTHERN MESSENGER, WORLD WIDE and CANADIAN PICTORIAL.

Each of these in its particular class represents the highest type of journalism, and each on account of the wide diversity of subjects treated has its own advertising clientele.

They are all business bringers to the advertiser, who uses them, because subscribers have faith in the publications and they extend that faith to the goods offered by the advertiser.

Your advertising appropriation is not complete without the use of some or all of these publications.

Sample copies and particulars will be sent to all who are interested enough in advertising and their own business success to ask for them.

THE "WITNESS," Montreal

Your Advertising Pays==But

**Are you getting the maximum
returns for your investment?**

Get down to hard
business facts.
Cut out all guess-

work. Every dollar chalked up for advertising should be an investment—not an expenditure. Which is it in your case?

An effective advertising campaign has two big concrete essentials. First, a selling plan built to fit the *specific needs* of *your* business; and second, copy brimful of human interest and selling arguments.

WOODS-NORRIS LIMITED is an organization of practised advertising men. We have planned and carried out many successful advertising campaigns—solved business problems very similar to yours. It is more than likely that our economical methods would meet with your approval.

A point worth considering: We guarantee you a personal service from the moment we take charge of your account—a personal service that eliminates waste and useless effort in a hundred and one details.

We believe that it would pay you to investigate our methods. Then—you're the judge.

WOODS=NORRIS Limited
Mail & Empire Building - Toronto

Economic Advertising

T. Johnson Stewart, - - - - -

Editor.

Vol. 1.

Toronto, June, 1909.

No. 10.

Straight Talks

OUR POLICY RESTATED.

TWO reasons demand a restatement of our policy. Woods-Norris, Limited, are now the publishers of Economic Advertising. And the new publishers have determined to increase our circulation by a considerable margin.

The mission of this publication is the same as formerly. There has been no change in the editorial policy of the magazine. As was stated in our first issue, Economic Advertising exists for the purpose of helping publishers and advertisers alike to eliminate waste in advertising. Spasmodic advertising for instance, it does not matter how big the investment may be, is not scientific and cannot be economic. Haphazard advertising is nearly always wasteful. The cause of advertising is damaged, not helped by too bulky appropriations.

The need of Economic Advertising must be evident to every logical mind as soon as considered. That it was required has been substantially evidenced by the warm welcome extended to it by the largest advertisers in the country. But we aim to appeal to a wider field. The development of this vast new nation has failed to arouse our manufacturers to an adequate conception of their opportunities. We need foreign manufactures as well as foreign capital. A glance at the imposing figures that represent our imports for the last fiscal year will convince even the owner of a multitude of infant industries of the truth of this statement. The domestic manufacturer whose business is developing in ratio with the growth of country need fear no competition. Meritorious goods effectively advertised are always extended a hearty preference by the buying public. For instance, there are excellent reasons for believing that the product of Canadian Woolen mills is superior to imported woolsens. While the preference extended to woolen manufacturers of the

old land may betray an excessive imperial spirit, yet the fact remains that the Canadian public does not know anything about the superiority of the home product. The intrinsic value of any article is simply a relative term. When the buying public learns through advertising that our home manufactures are superior to our imports the tariff won't bother us much. And as it has been amply proven that advertised goods are invariably the best, the business of this magazine will be to develop, not only the advertising of the home industries, but also the advertising of those manufacturers and merchants whose goods are just beginning to find a ready sale in the Dominion.

We have an ever-expanding market for the world's best goods. Our domestic manufacturers should easily hold their own. Even a little of the business sagacity and aggressiveness, which have made many of our manufactures world known, carried into the realm of advertising would clinch our markets for home products for all time.

Just one word more. The new publishers of this journal do not intend to alter its policy at all. *Economic Advertising's* main reason for existence is the promotion of more and better advertising. There is much that is good and effective in all sorts and conditions of publicity, and much that is weak and unscientific. The tone of this publication will be broadened by the change—its policy will remain the same. We are here to promote advertising in the interest of commerce and advertising alike.



THE LOCALISATION OF COPY.

A recent issue of this magazine contained an article under this head that created a mild furore amongst advertising men. A few veterans talked seriously over the subject while the major portion of our readers were barely amused. Nevertheless the new idea is making headway. It must make headway for the simple reason that its practice would remove the most glaring defect from modern advertising.

Mr. George French, the able editor of *Profitable Advertising*, elaborates on this idea, practically making it the principal part of his first lesson on "The Art of Advertising." He declares: "The trouble with much of the advertising is that it is addressed to its creator, rather than to the people it is necessary to interest. Much of the advertising is planned to interest the designer rather than with a view of attracting the interest of the readers. Many of the handsome advertisements in the maga-

zines are admirable, from the point of view of the half-tone-plate maker, the type-setter, the professional advertising man, but yet do not attract the people who should buy the goods they advertise. The copy of many of the fine advertisements of the day is excellent from the standpoint of the ad. man, but misses the opening to the mind of the non-professional reader.

A careful and self denying study of the people to be interested is the first requisite for the man who is to prepare advertising copy. Then there should be as careful study of the mediums to be used. People are not all alike. People who are likely to buy a certain material are not all alike. The tendency of the times is thought to be to obliterate sectional and racial traits and to establish a universal type, of which each individual shall be a form. There is something to this theory, but not as much as we are asked to believe. The likeness of men consists in habit of speech and dress, and does not involve sentiment, likes and dislikes, tendencies, predispositions, religion."

Mr. French may be the airiest theorist who ever lived, but he would be a brave critic who would call this irrational or illogical. And yet when we mildly hinted that copy fitted to sell goods in Quebec might fail to sell goods in Ontario, and would invariably fail to make any impression on our people west of Superior, we were supposed to have propagated a twin heresy.

Advertising must become more and more scientific in order to fulfil its mission. Up till now the copy writer has paid far too much attention to his own ideals and to the standards applied to copy by most advertising men. Surely we do not need to emphasis the fact that copy is not written for the purpose of appealing to advertising men or advertisers as such, but for the purpose of impressing one's buying public with the value of the goods. Effective advertising will become more and more apparent when the localisation of copy becomes a primary plank in the platform of copy writers.



THE SELLING PLAN.

Sometimes one is almost forced to believe that many advertising campaigns are conducted in a haphazard, hit-or-miss fashion; and the proofs that are placed before us of such a state of affairs are at once apparent and convincing. We all remember how the late General Buller was maligned and ridi-

culed for his seeming inactivity on the south bank of the Tugela. But the British Commander was forced to lie there to keep the Boer army from turning a few miles to the north, and crushing White and his little force in Ladysmith. And all because a set of grandmotherly politicians mapped out the first South African campaign when they should have been darning socks, or engaged in some other useful occupation.

Effective advertising is very similar to effective war. The leader worth while knows what to do, how it should be done and when to do it. Every detail of an advertising campaign should be figured out ahead. To invest a lot of money in the purchase of space, before giving the whole selling scheme cool and deliberate thought and providing for all contingencies, may be splendid—like the charge of the light brigade—but it isn't good business. The inexperienced advertiser, in fact all advertisers, should seek the advice and assistance of men who are capable of thoroughly analysing selling problems—men who will render personal service to every client. The right advertising man can evolve the right selling plan for *your* business. He will study your problems and, drawing on the experience of years, will solve them—landing your good ship in the port of Success. The kind of advertising that makes every dollar spent an investment instead of an expense is the kind that has the perfect selling plan back of it. That sort of campaign is the sort of tonic that your business needs. Connect with the man!



INSURANCE ADVERTISING.

We wish to draw the attention of our readers to an article appearing in this issue, by an insurance man. Whether he has the correct idea regarding the proper method of advertising an insurance company does not matter. The point is this: As an insurance agent, and one of the most successful men in the business, he feels that a majority of life and casualty companies do not give their agents all the help that they might. Some day our insurance companies will be alive to the fact that they must assist their agents to the full extent of continuous and effective advertising.

"I am merely a salesman," said this young man, "and as a policy writer I have every reason to believe that I've made good. But if I were employed by a commercial concern the house would tell my probable customers all about the value of the goods through advertising. This is just where in-

insurance companies fall down. They do not help their salesmen. Most good companies have excellent arguments, but somehow these arguments never find their way into insurance advertising."

That may or may not explain why good men are scarce in the insurance business. But it's a certainty that if a brainy young man can make more money and make it easier by selling goods for a manufacturer or a wholesaler he will not be likely to sell insurance all his life.

Some day our solid insurance companies will be conducting a profitable mail order business. Almost every industry in Canada has called skilled publicity to its aid, but the insurance business, we are told, is too dignified to adopt modern methods. The benefits flowing from a rational and up-to-date insurance campaign will be clearly stated in our next issue.



A WORD OF ADVICE.

It is generally admitted that American Advertising Agencies are as ably manned and conducted as any on the globe, but that is no reason for believing that any agency in the United States can handle a Canadian appropriation better than responsible Canadian Agencies. The exact opposite is nearer the truth; and reasonably so, for the simple and conclusive reason that the mind of the Canadian agent is focused on the Dominion and our quickly developing markets.

After residing in the United States for some years we used to look forward annually to the production of a new book about "Uncle Sam and His People" by an Englishman, a Scotchman, an Irishman, a Frenchman or a Jew from Berlin. That book, as a rule, was the funniest production of the year. The writer invariably landed in New York on Friday, breakfasted in Boston the next morning, shot down to Philadelphia the same evening, and—after attending a Quaker's meeting in that city on the Sunday—sailed for Europe on the Monday. The author usually knew as much about the United States and Uncle Sam's people as he knew about Mars and its inhabitants. But the book appeared nevertheless. The guilelessness of the European publisher was only paralleled by the good humor of the American reader.

The analogy isn't so far fetched. The Advertising Agency without a thoroughly manned branch abroad cannot handle a foreign appropriation to the best advantage. We do not object

to American competition, but we have plenty of reasons for believing that the agency on the ground—granting that it renders the personal service of its best men to its clients—is more likely to conduct a successful campaign. Canadian advertising should be planned and placed by advertising men residing in Canada—men who have their fingers on the pulse of our markets. Whether they are the representatives of an American Agency matters little. The point is this: The man on the spot is precisely the man who is most apt to make your appropriation a paying investment.



When business is good that is the time to force it, because it will come easy; and when it is bad, that is the time to force it, too, because we will need the orders.



When a fellow has to write six times a week to the house he uses up his explanations mighty fast, and he's pretty apt to hustle for business to make his seventh letter interesting.

Mighty few men work up to the position of buyer through giving up their office hours to listening to anecdotes.



It's easy to have the confidence of the house, or the confidence of the buyer, but the best thing is to have both. The house pays you your salary, and the buyer helps you to earn it. If you skin the buyer you will lose your trade; and if you play tag with the house you will lose your job.



You want to be nice and mellow with the trade, but always remember that mellowness carried too far becomes rottenness.

Goods ain't sold under Marquis of Queensberry rules any more, and you'll find that knowing how many rounds the Old 'Un can last against the Boiler Maker won't really help you to load up your junior partner with our corn-fed brand hams.



You've got to believe in yourself and make your buyers take stock in you at par and accrued interest. Get the scent of a bloodhound for an order, and grip of a bull dog on a customer. Feel the same personal solicitude over a bill of goods that strays off to a competitor as a person over a backslider and hold special services to bring it back into the fold. You've got to get up every morning with determination if you're going to go to bed with satisfaction.

Why These Imports?

An Able and Illuminating Article Which Practically Proves That Effective Advertising Would Conserve Our Markets for Home Manufactures.—J. F. MacKay, Toronto Globe.

EFFECTIVE advertising presupposes two things: a market and an article of merit. Nobody would think of advertising ice among the Esquimaux, or Oranges in Seville.

Of the value of the Canadian market there is no need to argue. The standard of living is higher in Canada to-day than in any other country in the world, with the possible exception of New Zealand. We have not the colossal fortunes to be found in the United States, but we lack also the hordes of poorly paid foreign laborers to be found there. The average Canadian family reads the newspapers, and can afford to buy the goods advertised in them. The market for the great staples in food, clothing, shelter and the adornment of the person and the home is one of the most rapidly growing to be had anywhere.

Generally speaking, Canadian-made goods are articles of merit. The craze for smart shoddy has not yet taken grip in the Dominion. Wool is still wool; pine is not yet palmed off as hardwood, and our Food Inspectors find that only a few packers put all the good apples at the top of the barrel. Our commercial agents abroad, who take pains to learn the truth and to tell it to us, say that while there are frequent complaints about the methods of packing our exports, the honesty of the goods themselves is not in doubt.

In Canada, therefore, we can afford to use goods of quality, and our manufacturers are, generally speaking, in a position to supply them.

Why under these conditions does such an enormous flood of goods come from abroad? A large part of the total imports consist of raw materials and articles that it would be unprofitable to produce or make here either because of the limited market or of adverse natural conditions; but making all due allowance for that, there is abundance of evidence in the trade returns that many millions' worth of goods of American make are sold in Canada every year—in many cases against fairly stiff duties, too—that could be displaced by Canadian goods without any tariff changes.

What is needed more than tariff changes is effective advertising. If you were asked at this moment to name the outstanding successful "shoe" brands in Canada—the advertised brands—how many would you name? How many stick out in the advertising columns daily and command the reader's attention? You can name one. Can you name two, or three? And yet there are at least a dozen shoe manufacturers in this country who could afford to make their names and their brands as well known on this side of the line as "Douglas" shoes are in the United States. They do not choose to spend money on advertising. Their American rivals come in and continue here the publicity methods so successful at home. What is the result? In the fiscal year ending March 31st, 1908, there were \$1,403,645.00 of U.S. boots and shoes imported for consumption, on which duty of \$421,093.00 was paid. If the shoe manufacturers would fight brand with brand, there would be no such story to tell. The buyer to-day has a dozen or perhaps score of U.S. brands on his tongue, but he would be hard put to it to remember three Canadian shoe names. The business of the future is to be a war of brands. The customer will buy the goods he can identify by their trade-mark.

This shoe object lesson could be repeated fifty times over. It is typical of conditions in some of the largest of our industries.

Take another instance. Plows and cultivators are not subject to the caprices of Dame Fashion to any considerable extent, nor am I willing to admit that Canada cannot produce plows and cultivators the equal of any made on this continent. Yet only last week the Department of Commerce and Labor at Washington issued a circular boasting of the fact that during last year the Canadian farmers bought \$474,000 worth of plows and cultivators from the U.S. manufacturers. On these our farmers paid twenty per cent. duty. Why? The only possible reason is that the U.S. manufacturer advertises his products in the farm and weekly papers which have wide circulations in this country. It is only fair to say, however, that there are signs of improvement along this line in Canada.

The same circular reports the export to Canada of \$14,000 worth of stove polish against which there is a duty of twenty-five per cent. The reason for this will probably be found by consulting the advertising columns of the high-class ladies' monthlies from New York, Philadelphia, Boston, etc., which find their way into Canadian homes by the hundred thousand.

The same authority informs us that Canadians bought \$35,000 worth of candles against a twenty-five per cent. duty; three-quarters of a million dollars worth of automobiles against a thirty-five per cent. duty, and we took one and one-third millions worth of binder twine from Uncle Sam. While binder twine is duty free, I cannot believe but that a large part of that huge sum might have been spent at home had our manufacturers of binder twine spent a reasonable sum in dispelling the ignorance or prejudice which seems to exist in the minds of many of our people against the home-made article.

The slogan "Made in Canada" will not be as effective as it should be until the buyer is convinced that value as well as patriotism is behind it. The way to convince him is by the use of printer's ink.



Always remember that a man who's making a claim never underestimates his case, and that you can generally compromise for something less than the first figure.



If some would put in half the time thinking for the house that they give up to hatching out reasons why they ought to be allowed to overdraw their salary accounts, I couldn't keep them out of our private offices with a pole-ax, and I wouldn't want to; for they could double their salaries and my profits in a year.



Some men learn all they know from books; others from life; both kinds are narrow. The first are all theory; the second are all practice. It's the fellow who knows enough about practice to test his theories for blow-holes that gives the world a shove ahead, and finds a fair margin of profit in shoving it.



Don't overwork a dollar any more than you would a horse. Three per cent. is a small load for it to draw; six a safe one; when it pulls in ten for you it's likely working out West, and you've got to watch to see that it doesn't buck; when it makes twenty you own a blame good critter or a mighty foolish one, and you want to make dead sure which; but if it draws a hundred it's playing the races or something just as hard on horses and dollars, and the first thing you know you won't have even a carcass to haul to the glue factory.

Corset Advertising

*A Few Comments on the Page Opposite
Reproduced from Profitable Advertising
Emphasising the Fact that the Draped
Figure is the Better Corset Illustration.*

THE merry corsetiere, the absolute autocrat of woman's world, has connected with the gayest of ad. writers, and the product of this unholy alliance is in no way flattering to either the commercial sagacity of men or the innate refinement of womanhood. A writer in a recent issue of P. A. says: "The ideas of comparative modesty, morals, suggestiveness and esthetics have seemingly been dismissed from the minds of advertisers and publishers alike. I am not inclined to discuss at any length any of these questions except that of esthetics and advertising."

Without stopping to discuss what our writer plainly hints is a degradation of "God's most consummate of achievements, the naked female form," we take the liberty of indorsing his views regarding the short-sighted policy of the manufacturers who buy a certain amount of profitable publicity at a cost that would buy a far greater amount of profitable publicity. We do not argue that the corset advertising shown on the opposite page does not pay, but we do maintain that a beautiful figure—a woman fully clothed and in her right mind—would be better illustration. The whole object of the corsetiere's business is to evolve a corset that will improve the figure—make her ladyship's dress hang properly. Surely logic compels us to believe that the properly arrayed figure is the better one for this purpose. Because it does show the merits of the corset, whereas the figures of half-nude women do not and cannot illustrate the purpose of the corset. Callow youths may be interested in the corset advertising shown, but they do not buy corsets. Refined women constitute the corsetiere's army of buyers, and few of us can imagine this sort of stuff as appealing forcibly to refined women. Apart from the moral questions involved we may safely affirm that the completely draped figure, showing the effect of a perfectly fitting corset in the hang of the gown, is the more profitable advertising.



Pay day is always a month off for the spendthrift. Learn the spending before the earning end of business.

A Practical Trade Mark Talk

The Advertising Value of a Good Trade Mark. Its Proper Use and Place in Advertising Clearly and Interestingly Set Forth—By Francis B. Atkinson in P. A.

THE fact that the success of a trade-mark depends upon its advertisement in some form or other has, it seems to me, diverted attention from a very important question with regard to trade-marks, namely:

“Are there any fundamental principles of importance that should govern their selection and design?”

If there are such principles, and they are observed in the selection of a trade-mark, the corollary seems obvious that a trade-mark conforming to those principles will build up business much faster, with a given amount of advertising, than a trade-mark that does not conform to those principles.

It need not be said that a trade-mark, to be effective, must be attached to the article which it is to identify; and I only mention it to call attention to the curious fact that many trade-marks, on which a great deal of money is being spent for advertisements are not sufficiently attached to the article in that important depository where the article is intended to be kept, namely, the public mind.

Ask a number of men who are not in the razor business, except as shavers, if they have noticed in the magazines the advertisement of the safety razor showing a man whose face is covered with lather. Ask those who recall the advertisement—as a majority will, on thinking a moment—whose ad. it is and they will answer either “I don’t remember,” or “Gillette’s.”

This fact illustrates two important things about trade-marks. That people may remember your trade-mark but not remember you; that the best known name in any line absorbs a good deal of the publicity which is being paid for by smaller advertisers—particularly of those advertisers who have not taken the precaution to attach their trade-marks, or other individualizing marks, to the names of the articles in the public mind.

A still more striking example, in some respects, is that of the Victor and Edison phonographs. Until recently, if the average man, or woman, who had no special reason to be informed about phonographs, were asked what he thought of the trade-mark showing the dog listening to his master’s voice he would

usually answer, "I think it is one of the cleverest trade-marks I have ever seen!"

And undoubtedly it is one of the happiest hits among trade-marks, but until recently it had something serious the matter with it, as was made apparent by following up the question with a second:

"Whose trade-mark is that?" The answer in a large number of cases would be, "Edison's."

The reason for this is the same as in the case of the two razor advertisers mentioned. Edison having the better known name got the benefit of a good deal of the advertising of the Victor people. The latter have now improved their trade-mark in this important particular, by printing the name "Victor" in large letters on the face of the trade-mark, so that when people think of the dog and the phonograph they are more apt to remember the name Victor, because it is a part of the picture in the sense that it is printed upon the face of the picture; it does not require two acts of the eye to unite the trade-mark with the specific thing advertised, as is necessary in most advertisements, unfortunately for the advertiser. Moreover, even where the name of the thing advertised is made a part of the trade-mark, as is now the case with the Victor, it is not usually done in the best way. Of course, if people remembered words as easily as they remember pictures, the printing of the word, as in the case of the Victor, on the face of the trade-mark would be sufficient. As a matter of fact, however, people remember a thousand pictures to one word, and are much more quickly and profoundly moved by pictures than by words; as illustrated by the immediate effect of anecdotes, parables, and so on. Anecdotes, parables, and stories are verbal pictures; their effect depending upon the success with which they produce pictures, preferably moving pictures, in the mind.

In a contest between "reason-why-copy," whether verbal or written, and pictures, the pictures will always win, provided they are equally attractive and logical in their argument.

In a law suit between two giants at the bar, Choate and Webster, involving a question of infringement on a patent on certain wheels, Choate made an elaborate and ingenious argument to show that his client had not infringed the rights of the plaintiff. Mr. Webster, rising to reply, pointing to the wheels which were of course on exhibition, said:

"There are the wheels, gentlemen. Look at 'em!"

The elaborate arguments of Mr. Choate immediately collapsed.

and the remainder of Webster's speech was simply devoted to sweeping out the fragments.

Not only is this idea of the importance of uniting the trade-mark with the thing advertised, and of expressing this unity briefly and, so far as possible, pictorially, correct in theory but it has proved itself true in practice. All correct theories do, when correctly applied.

The two cases I have instanced—of razors and phonographs—are examples on the negative side; they show the loss by failure to observe those principles. Examples of widely successful advertising where these ideas have been carried out, wholly or in part, are Mennen's talcum powder, Fairy soap, Quaker oats, Pond's extract, Arrow collars, the Prudential Insurance Company.

The Prudential name and trade-mark involves both of the important principles to which I have been alluding, and illustrates in its great success the most valuable principle of all in the selection of trade-marks, a principle which should also govern the writing and illustration of all forms of advertisements in magazines, booklets, etc.

The general agent of the New York Life is quoted by one of the advertising journals as saying:

"The Prudential is built up through its advertising, and is one of the best known companies because it has the Gibraltar trade-mark. The Prudential is not to be classed with the three great companies—Equitable, Mutual, and New York Life. The latter has more than \$300,000,000 in assets—considerably more than the Prudential. Yet the association of the name Gibraltar with the idea of strength has created the impression that it is the largest company in the world, and every solicitor for the great companies has to work against this impression."

To which may be added that as a tangible result of this "impression," the Prudential has moved up in the volume of its business among life insurance companies from the fourteenth to the fourth place.

The gentleman quoted touched upon the greatest principle in all forms of persuasion—of which what we call advertising is only one—when he spoke of the idea of strength associated with the name "Gibraltar." The name Gibraltar as synonymous with strength and permanence had already been widely advertised by Napoleon, the British Government, and other "promoters," before the Prudential chose it as a happy symbol of the idea of strength and prudence which it wished to assoc-

iate with its life policies. It simply drew on an immense deposit in the public mind by putting its name on the rock and then showing it to the people through advertising, and good sensible talk; and not too much of it at a time.

As if to reciprocate the good turn done to the Prudential by Gibraltar, the Prudential is now helping to increase the fame of Gibraltar; for I observed the statement in a recent travel paper that Americans entering the Mediterranean are accustomed to refer to the face of the rock they are passing as "the Prudential side."

Whoever, in the selection of his trade name, trade picture, or trade phrase, or all three combined, considers thoroughly and carefully what associations already exist in the public mind which he can draw upon, has done the most important thing which can be done in the selection of a trade-mark and the advertisement of his goods.

Home surroundings are full of what I may call latent associations of things which could constantly be made to bring to mind a well advertised name, if the name were chosen with this end in view and so dealt with in advertisements, show window cards, etc.



A good salesman is like a good cook—he can create an appetite when the buyer isn't hungry.



Some fellows leave the office at night and start out to whoop it up with the boys, and some go home to sit up with their troubles—they're both in bad company.



The meanest man alive is the one who is generous with money that he has not had to sweat for. The only sure way that a man can get rich quick is to have it given to him or to inherit it.



It has been my experience that there's nothing in the world sicker-looking than the grin of the man who's trying to join in heartily when the laugh is on him, and to pretend that he likes it.



Trading on margin is a good deal like paddling around the edge of the old swimming hole—it seems safe and easy at first, but before a fellow knows it he has stepped off the edge into deep water.

Current Advertising

The Success of This Department Depends so Much on the Co-operation of Our Readers That We Solicit Their Assistance.—Editor.

There's just one thing wanted to make this department at once interesting and instructive—the co-operation of our readers, advertising agents especially. Many of our subscribers want to know what's happening in the advertising field in Canada, but some of us engaged in the business are as reticent as clams.

The ads. reproduced in this department are not to be taken as the best possible samples of Canadian advertising. They have the merit of currency, and we believe, are fairly representative of the work of our principal agencies.



Knitted into its Perfect Shape—Not Stretched

Long after it is purchased—after numerous trips to the Laundry—Pen-Angle Underwear still retains its graceful, perfect glove-fitting shape, and looks as if it were donned but yesterday. Ask your dealer to show you Pen-Angle. Examine it—feel it, note its soft, smooth texture, stretch it, and see its wonderful elasticity—it cannot shrink. Pen-Angle Underwear is vastly different. It is knitted, not woven—comfortable, not irritating. Pen-Angle is an individual, exclusive Underwear creation. It is knitted into its snug, perfect shape—not stretched. The variety of styles, sizes and weights (for any climate) is almost unlimited. Look for the Pen-Angle label—it's guarantee of complete satisfaction, or your money refunded. It means quality—removes the last straw between you and Underwear satisfaction. Remember the Watchword

PEN-ANGLE
Underwear







The Proper Roofing For Your Barns

You congratulate yourself when threshing time comes around—your crops are harvested, ready to be threshed and stored for the winter. Are you ready for them? Your barns and granaries are your bunkers where you deposit the result of your summer's toil. Is your bank in safe condition? A spark from the threshing engine, alighting on the roof, or a bolt of lightning, may wipe out everything.

"EASTLAKE" METALLIC SHINGLES

Will protect you against this. They are absolutely lightning, fire and weather proof—lightning, rain, snow or wind are powerless against a roof covered with time—roofs covered with "Eastlake" Steel Shingles 25 years ago are in perfect condition to day—"THAT IS OUR GUARANTEE A 25 YEAR ACTUAL TEST."

"Eastlake" Metallic Shingles and our Galvanized Corrugated Sidings will make your barn absolutely fire-proof—much safer than fire insurance.

Send us measurements of your barn, or granary for our estimate. Our low price will prove you

"Do you know that wooden roofs and lightning rods cost more than Metallic roofs, with which you don't need lightning rods. Eastlake Metallic Shingles will save you money as well as protect your buildings. Don't delay. Look after your barns at once."

The Philosopher of Metal Town.



Of the making of booklets there is no end, and if we were to reproduce all forwarded, their owners would occupy more than a third of our space.

The Pilgrim, an ex-

ceptional story booklet, published by the Dominion Cartridge Co., Limited, and one or two more of the better samples of this kind of advertising, will be reserved for our July issue.

"CEETEE" UNDERWEAR



Where True Comfort Begins

Some men and women spend hours deciding what they shall select for a new suit or hat, and almost ignore the question of underwear—which is the basis of true comfort in dress.

"CEETEE" Underclothing

is full fashioned, and knitted to fit the form. It has no rough seams—absolutely unshrinkable, and retains its softness and elasticity no matter how often washed.

We manufacture it in all styles for men, women and children and want you to ask your dealer to show you "CEETEE" underwear. It is truly guaranteed by us.

THE C. TURNBULL CO. OF GALT, Limited

Established 1859

1121

Galt, Ontario



COATES' PLYMOUTH GIN

Remember that name when next you want a real dry gin rickey--an appetising cocktail--

has the pleasing dry tang, without a hint of oiliness, that only master distillers can put into gin. No wonder! The Black Friars' Distillery have been making Coates' Plymouth Gin supreme ever since 1793!

No other gin is in the same class.

Imported in bottles, only; and the Black Friar is on the label. That's your warrant of quality.

JAMES 'BUCHANAN & CO., Limited. D. O. ROBLIN, Toronto.

11 Export Agents. Sole Canadian Agents.



LITTLE DIGESTERS

the next best thing to plenty of work and exercise in the open air for indigestion and dyspepsia.

Because the demands of modern life make it impossible for a majority of men and women to exercise or work enough in the open air Medical Science has come to the aid of dyspeptics by compounding a mild and effective stomach medicine called **Little Digesters**. These dainty tablets are put up in little red boxes for your convenience and are guaranteed to cure even chronic cases of indigestion and dyspepsia. Test "Little Digesters" at our expense. Sold by all reputable druggists under a money-back guarantee—prescribed and recommended by eminent physicians.

25 cents the box.

No cure, no pay.

THE
Coleman Medicine Co.
TORONTO

Send 10 cents for sample. 10

I'll Explain Why I Always Drive a GENDRON

"You see the breaking of the springs causes us baby drivers more trouble than any other weakness in carriage cars. But there is no spring weakness in the GENDRON car. Note that double curve. It is exclusive with the GENDRON. It so distributes the strain that the spring never breaks. And then the wheels,—you see they are specially welded, and cannot warp or break. Note also that little rubber cap over the nut of the axle. Sometimes when I have a restless passenger, I want to drive the car around the house without scratching the furniture—it is a little point, but a good one. The materials for all the GENDRON cars are the very best in the bodies, tops and every other part. There is style and service in every GENDRON model—Canadian made, so that any unexpected accident can be easily remedied."

"The Gendron Driver"

SOLD BY ALL FIRST-CLASS DEALERS
WRITE US IF YOUR DEALER DOESN'T CARRY THEM

Gendron Manufacturing Co., Limited
TORONTO

Gendron
Limited

Rudyard Kipling—Ad Writer

Kipling Has Inscribed His Name on Fame's Long and Lasting Scroll by Becoming an Ad. Writer and Making Good. A Few Selected Sentences About Rudyard's Departure.—T.J.S.

THOSE of us who have entertained doubts and fears regarding the lastingness of Rudyard Kipling's fame may calmly prepare to sink them into oblivion for all time. Because the popular Imperial poet laureate has laid the proofs of abiding genius on the table by breaking into the ad. writing game and making good. A man who merely masters the art of romancing in his early youth, may ultimately gain notoriety as a theologian or a poet, but he who delivers the goods as ad. writer must possess an observing mentality—an analytical and logical mind. We have always had a tender regard for the creator of Mulvaney, and take this opportunity of conveying to his far-flung circle of friends the news of Rudyard's regeneration.

Of course it is purely theoretical to speculate regarding the greater good Kipling would have accomplished if the fates had guided him into the advertising business earlier in his career. That he would have performed a nobler work for humanity, no rational being can doubt. It is always pitiful and somewhat discouraging to witness a man of genius apprenticed to the trade of poesy. However, we are proud of Rudyard's conversion, even at this eleventh hour, and sincerely trust that the good works of Kipling, the ad. writer, will completely eclipse the frenzied frailties of Kipling, the poet.

Rudyard walked right up to the penitent form and announced his conversion with airy nonchalance by the publication of "The Night Mail." This little book, printed on right hand pages only, thus solving the left-hand page position problem forever, represents a portion of a magazine of the year 2000 A. D., being one story and part of the back advertising section. The story tells of the over-night trip of Postal Packet 162 from London to Quebec from the time it soars away from the towers at the top of the despatching caisson until it arrives at the Heights Receiving Towers at Quebec, 20 minutes ahead of time, and cools its heels waiting until the Yokohama Intermediate Packed sails out of its slip and releases the holding-down clips

to 162. It is a true-to-life description of what we may all look forward to, and one can readily entertain visions of great advertising and circulation possibilities when the London to Quebec distance is cut down to a night.

The story gives Kipling, the ad. writer, a chance to show his wonderful grasp of things mechanical and his daring in coining words for the new and useful devices he invents while we wait. Just as in the story of the "Dimbula," which was "The Ship That Found Herself," and of ".007," the eight-wheeled American Loco, which felt he was worth only about two cents after his trial trip; this airship story is a next century production, except that it does not talk to itself and to other airships that it passes in the night, as in the case of the older ship and 'loco,' but there is no loss of technical language in describing its inner parts, as, for example: 'The low-arched expansion tank descends pillarwise to the turbine-checks, and thence the obedient gas whirls through the spirals of blades with a force that would rip the teeth out of a power saw.' Off she goes, 'slathering through the fluff,' her 'nose notched home on our chosen star' in her 5,000 foot high 'lane for mail boats.' It's all very matter of fact to Captain Purnall and the way is plain enough for him. In fact, he thinks 'our planet is overlighted,' if anything, and guiding his ship by the stars and by the earth—lights here and there, which stab upon their spears of diamond light, is 'like driving down Piccadilly.' Kipling tells very particularly that the ship is propelled by an H. T. & T. assisted-vacuo Fleury Turbine, running from 3,000 to the limit,' which latter is 'the point where the blades make the air bell,' making a vacuum of their own.

"He takes up his magazine-making in the same definite way. First he runs his story. Then follow the 'Aerial Board of Control' official bulletin and notes on weather conditions. Next he shows that 'letters to the editor' are sure to continue because constant reader still depends on the editor for guidance in everything. Bits of real information picked up in this department are, that 'war, as a paying concern, ceased in 1967,' and that the 'formulae for the stunsle brakes are uniformly unreliable.'

"The 'first following' is a page of 'miscellaneous' ads, being one column of 'wants' ('Required immediately, for East Africa, a thoroughly competent Plane and Dirigible Driver, acquainted with Petrol Radium and Helium motors and generators; low level work only, but must understand heavy-

weight digs ') and a column of 'The Bee-Line Bookshop' offerings in the way of 'Way-Books,' 'Transatlantic and Mediterranean Traffic Lines,' and other guide books. There are eight other pages, divided into full pages, halves, and quarters, with the ads departmentalized, covered by running heads like: 'Air Planes and Dirigible Goods,' 'Air Planes and Dirigibles,' 'Bat-boats,' 'Air Planes and Starters,' and 'Accessories and Spares.' "

The editor kindly refrains from reproducing any of Kipling's ads—not because Kipling, the ad. writer, isn't precious, but because he is only in the primary stages of the business. The stuff we have quoted is from the Advertisers' Almanack, and just what the Doubleday Page people meant by reproducing Rudyard's infant efforts is beyond our comprehension.



You'll meet a good many people on the road that you won't like, but the house needs their business.



A real salesman is one-part talk and nine-parts judgment; and he uses nine parts of judgment to tell when to use the one part of talk.



It's the man who keeps saving up and expenses down that buys an interest in the concern.



I've always made it a rule to buy brains; the better trained they are the faster they find reasons for getting their salaries raised.



The sooner you adjust your spending to your earning capacity, the easier they will find it to live together.



The fellow who hasn't had the training is apt to paw the air when he's reaching for ideas.



When a speculator wins he don't stop until he loses; when he loses he can't stop until he wins.



The same ambition to be known as a good fellow has crowded many an office with second-rate clerks.



Easy-come money never draws interest; easy borrowed dollars pay usury.

The Art of Advertising

Being a Mild Criticism of an Article That Appeared in a Recent Issue of Collier's by Samuel Hopkins Adams. Mr. Adams Has Something to Learn About the Ethics of Advertising.—By T.J.S.

WHO is Samuel Hopkins Adams—the advertising man? “We ask to know.” Because Honorable Adams is writing a series of articles on “The New World of Trade” for Collier’s Weekly. The first article entitled, “The Art of Advertising,” appeared in the twenty-second of May issue of the National Weekly. And it’s great stuff—picturesque enough the Lord and Mr. Adams know, but it is no revelation of advertising *as now written*. Just how seriously we should take the author’s initial article is problematic in the extreme. Collier’s is always enterprising, Mr. Adams is generally informing as well as entertaining, but we are inclined to the belief that most advertising men will find such articles barely amusing.

Before slinging words of condemnation together in Macaulay’s favorite and flowing style, let us pay a tribute to Collier’s for the good work it has accomplished. While the newspaper, periodicals and magazines of the United States were rivals in the great game of swindling their dear readers, *the big weekly* lustily assailed the grafting patent medicine man and the wildeat stock schemer. It is no exaggeration to say that Collier’s was the first and ablest exponent of clean advertising pages. Few American publications had the daring to coolly turn down a hundred thousand dollars’ worth of business annually, and it may be safely asserted that there are more publishers afflicted with the “pricks of conscience” in the Republic to-day than ever before. And largely because of Collier’s attitude towards bunco steerers in general, and suave fakirs in particular. When all newspapers and periodical publishers realize that the Raffles role is foreign to the wise conduct of the publishing business, the world will move heavenward at a faster clip. Getting into a man’s house on a friendship basis for the purpose of assisting a pal to purloin the silver and annex the loose cash and jewelry may be heroic, but it’s damned poor morality. We like Collier’s because it does things energetically and squarely, without being retarded by the voice of the Trusterdoodle or the braying of the demagogue.

Now for a kind word or two about "The Art of Advertising."

Mr. Adams seems to believe that this new commercial world is the product of a revolution, at any rate he terms it, "The revolutionized field of trade." Revolutions do not happen in the commercial world. "The Art of Advertising," as we know it to-day, is purely and simply an evolution. It would be as reasonable to start a journey from New York to San Francisco by stage coach as it would be to send out a man with a bell because one had lost one's watch. This apparently commonplace and futile criticism will possibly excite the derision of all who are not practised advertising men or wise advertisers. But, *since an ad. man's word may cost his client thousands of dollars, it is very necessary that the right word should be used.* And we maintain that there has never been a revolution in the world of commerce—not even when machinery was introduced. We may talk, as admen should, about the evolution of commerce and advertising, but never about any "revolutioned field of trade," for the simple reasons that there is no revolution there.

Many advertisers will honestly try to read this too wordy article—few will succeed in reaching the last line of the first column. The only men, who will bravely worry through this mass of conjecture, will be trained ad. writers or advertising agents. Fully realizing that they are only on that threshold of *the new commercial world* they will, at least, scan this article carefully in the hope that the writer may impart a grain of information, and they will be disappointed.

However, we do not wish to point out the author's sins of omission so much as to give our readers a clear-cut idea of his definition of advertising. To avoid mistakes let us quote the last paragraph of Mr. Adam's article.

"Pleasant, indeed, would it be to conclude with the statement that, in advertising, honesty is the best policy. Unhappily it isn't true. But for the talent of the advertising man the two most profitable extant phases of swindling would quickly die out, and we should escape the deadly medical quackery and save our earnings from the wildcat stock schemer. True, there are advertising men, just as there are advertising mediums, who eschew this phase of the business; but there are more who make no distinctions. And, in itself, advertising takes no account of the article to be exploited, except as to its salability. Advertising has a thousand principles, one purpose, and no morals. That

it should have morals is inhibited by its purpose, which is salesmanship. The ad. that sells something is a good ad. The ad. that does not sell is a bad ad. Advertising is art, it is literature, it is invention. But it is not humanitarianism nor altruism. Failure is its one cardinal sin, and success the all-sufficient justification of the means by the end."

Jumping Jehosephat! what glorious non-sequacious nonsense all that is! I used to be a preacher, and in those halcyon days I could talk for an hour without saying anything as well as any man. That was my privilege—the very thing I was licensed to do. But, when a journalist of some note writes an article and then signs his name to it, we expect the essence of common sense to permeate the stuff. One may write in Mr. Adam's academic strain about probationary marriages amongst the inhabitants of Mars and still come up to the scratch as a desirable citizen. But to coolly pump out that fine phraseology on, about, or around the subject—a subject that a percentage of Collier's readers know something about—is a more hazardous occupation than trying to make an honest living in the oil business. With the enchanting ingeniousness of the amateur, who sizes up the great factor of modern commerce from afar, Mr. Adams sadly perorates; "Pleasant, indeed, would it be to conclude with the statement that, in advertising, honesty is the best policy. Unhappily it isn't true."

Now that's splendid, but it isn't commercial sense. There is just one thing sure and certain about advertising, viz., *honesty is the best policy*. All practised advertising men know that absolute honesty and that alone will create a permanent demand for the goods. The manufacturer or merchant, who believes as Mr. Adams believes, woos commercial disaster every hour of his life.

It is logical to affirm that Collier's would not deliberately assert *that dishonesty in advertising is the best policy*.

However, one can readily overlook an error of judgment on the part of the author of "The Art of Advertising," but surely it is something akin to what Mark Twain calls "malicious devilry" to fling the sins of the publishers onto the shoulders of advertising men. To positively affirm that the talent of the advertising man keeps two phases of swindling extant, is pure unadulterated nonsense.

The citizens of every nation on this continent suffer from the swindling tactics of some advertisers, but surely the men we should condemn are the publishers. They reap the reward of

all the bunco-steering games that the mild-eyed advertising man shoves along.

Let us frankly admit that the semblance of truth shines through the paragraph we have quoted in full from Mr. Adam's article. But a product must have more than mere salability before the reputable advertising agent will consider its marketing for a moment. Because there are a hundred and one articles that find a ready sale that no wise agent would consider as the basis of an advertising campaign.

"Advertising has a thousand principles, one purpose, and no morals." Surely it would be as rational to claim the same doubtful and varied merits for religion or journalism. Mr. Adams has demonstrated that the advertising business is the rarest preserve of the shrewdest fakirs on earth by arguments that conclusively prove his ability to play the role of Czar in Bunco-land. It is very evident that the far-sighted advertising manager of Collier's did not edit this wonderful article, because it is not entertaining enough to appeal to the average reader, and cannot benefit the advertiser. Some day the big magazines will consider it *the best policy* to devote a page or two to illuminating talks on advertising for the benefit of their patrons and ad. readers. That big magazines especially, require such a department, is very evident. The advertising manager of any magazine or newspaper may exercise the greatest possible care, and yet fail to kill an ad. that is apt to create a good deal of hostility to his publication. A department conducted for the purpose of educating the advertiser and ad. reader alike up to an appreciation of the value of advertising is required now, and will soon become essential.

Let us hope that Mr. Adam's succeeding articles on "The New World of Trade" will be informing without being either merely clever or nonsensical.



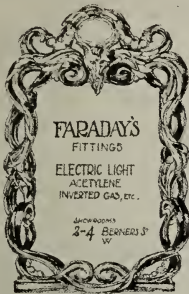
There are times when it is safest to be lonesome. The only undignified job I know of is loafing.



The fellow who has to break open the baby's bank toward the last of the week for carfare isn't going to be any Russell Sage.



How hard it is for some people to get out after their visit is really over. One would think they had been built in your office, and were waiting to be launched.—*Oliver Wendell Holmes.*



Original 3½×5½ inches



Original 5½×9 inches



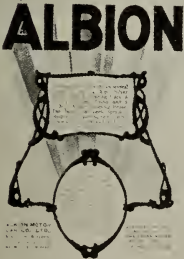
Original 4×6 inches



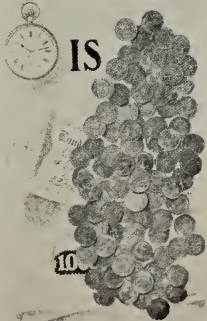
Original 7½×5½ inches



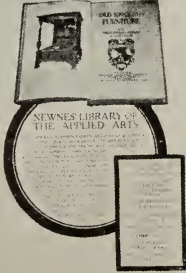
Original 8×6 inches



Original 4×6 inches



Original 5×8 inches



Original 4×6 inches

Handsome and characteristic London advertisements

Canadian Magazines

WHAT COLLIER'S IS DOING IN CANADA.

Being the First of a Series of Articles on Canadian Magazines. The Development of the Magazine Marks a New Era in the History of the Dominion.

CANADIAN COLLIER'S has more than kept the promises it started with, not quite a year ago.

Its first stroke was to publish Kipling's Letters to the Family, which created so much talk here and in England, and advertised Canada as nothing else could have done. Collier's had the exclusive right to these letters in North America. The next coup of Canadian Collier's was the special Tercentenary Number, covering the pageants at Quebec. This number was a novelty in that it was half in French. It gave our brothers of Quebec a full share in glorifying an event in which they were deeply interested.

Another bright idea was the National Anthem competition, which has just closed, and on which the judges are now hard at work. Calixa Lavallee's noble music has long needed fitting words, and the Collier's plan of offering a hundred dollar prize and fame everlasting to the poet that will do the trick, is a happy one. A National Hymn unifies and harmonizes a country. And when, as in this case, Quebec supplies the music, and the rest of Canada supplies the words, the work may be regarded as specially patriotic. The judges will give their decision, and the anthem will be printed, towards the last of July.

The Bill and Dan articles by Britton B. Cooke, were a notable feature. William Mackenzie and Donald Daniel Mann never had their portraits drawn just that way before. The greatest team of railway builders in Canada were certainly well "taken."

Along this line of familiar biography is the series of Canadian Captains of Industry, which is now running. One of these articles, The Wizard of the Ottawa, by Paul Bilkey, has already appeared. The intimate way in which it dealt with the career of John R. Booth, the millionaire lumberman of the Ottawa Valley, has whetted interest in the remainder of the series. There will be altogether seven more of these Captains of Industry, three from Toronto, two from Montreal, one from the Maritime Provinces, and one from the West. There is no need to disclose the names just now. The men are big enough to be seen all over Canada.

Perhaps the boldest piece of effort put forth by Canadian Collier's is the Future of Canada series now appearing at intervals. These articles are, perhaps, of greater importance to Canada than the Kipling letters, since they are by the leading men of the Dominion, on the topic they know most about.

Sir Wilfrid Laurier said that the twentieth century belonged to Canada. His epigram reveals the imagination and boldness of a statesman, but it does not go into detail. This is why Canadian Collier's asked certain big-men-on-the-spot to fill in the picture, each for his own part of Canada. These big-men-on-the-spot are either the Premiers or Lieutenant-Governors of the nine Provinces of the Dominion.

Beginning at Prince Edward Island, clear through to British Columbia, the man-on-the-job will take Collier's readers in tow and show them over his territory. It will be a personally conducted tour across the continent, the guides being the highest persons in the land.

Two of the articles, Prince Edward Island in 1950, by Lieutenant-Governor MacKinnon, and Nova Scotia in 1950, by Lieutenant-Governor Fraser, have already appeared. New Brunswick in 1950 is forecast by Lieutenant-Governor Tweedie, and the other six provinces are handled by their respective Premiers. The series will be capped by the story of The Lost Province, by P. T. McGrath, of St. John's, Newfoundland. Mr. McGrath is himself part of the island's history, and knows the chief figures like a book.

The First of July number will make an appeal to all patriotic Canadians, with a special cover design, special articles dealing with the chief event in the life of the Dominion, and special pictures of the Fathers of Confederation.

Outside the many special articles and special photographs dealing with Canada, a feature of constant interest is the weekly causerie of the editor, Mr. H. Franklin Gadsby. Mr. Gadsby went to Collier's with a big reputation. He has made it bigger by his brilliant work in his new position. The French editorial by Mr. Olivar Asselin, displays a characteristic sparkle. It is by way of being a national unifier, too.

Also the roster in poetry and fiction has a Canadian look. Here are five of the names: Sir Gilbert Parker, E. W. Thomson, Bliss Carman, Harvey O'Higgins, Arthur Macfarlane.

These features are just what make for prestige and circulation, and account for the success with which Canadian Collier's has met.

Life Insurance Advertising

This Article is Contributed by an Insurance Man. Much That He Says Might be Profitably Considered by the Managers of Life Companies. See Editorial on the Same Subject.

LIFE INSURANCE advertising is an art which very few persons seem to learn, and one in which even those who are proficient appear to exercise, but to a very limited extent, good judgment, although vast sums of money are spent annually by life companies.

Most companies are satisfied to pay for space in which from month to month, and often from year to year, very uninteresting facts and almost meaningless piles of figures are displayed continuously without variation, or with such slight changes that they are never noticed by the usual reader.

In our judgment, it is largely or wholly a waste of money to pay for advertising space if the advertiser does not, at least, secure enough attention to familiarize the name of his company to the readers of that publication. Familiarity with the name of a company is of some advantage, but to be of important advantage the name of the company must not only be made familiar, but the manner or form of presentation must be such as to create a favorable impression. Both these ends can be gained by one who knows the art and strives to attain the object.

Of course, we readily realize that all advertising of a financial nature must be dignified. But even then a very wide margin is still left in which to avoid the stereotyped compilations of statistics which *en masse* appear as almost meaningless to the average reader.

Sometimes the typographical make-up of an advertisement is such that even its literary merit, however poor, does not prevent it from favorably impressing the not too keen observer. It is, however, when artistic mechanical make-up is combined with well-expressed thought, which conveys an important fact to the mind of the reader that the most favorable and most lasting impression is made, and the one most likely to lead to inquiry.

Ads. containing one fact well developed are, in my opinion, of greater value than generalities. It gives the reader a definite

The Globe

Is to-day recognized from Atlantic to Pacific as Canada's National Newspaper. Its splendid circulation of about 53,000 copies daily has been built up through sixty-five years of faithful journalistic work.

It is admitted to have made more PUBLIC OPINION than any rival.

Its circulation stands on no quicksand foundation.

A newspaper is valuable to its advertisers only in proportion to its strength in the homes it enters, and by that standard THE GLOBE wishes its advertisers to test its columns.

There are newspapers that give the advertiser a quantity of circulation, and there are newspapers that give quality; but when it becomes a question of Quantity and Quality THE GLOBE stands without a rival in Canada.

THE GLOBE is to-day, as ever, the one outstanding indispensable advertising medium in Canada.

Toronto, June 12, 1909.

reason for a specific advantage to be gained by him. In addition to this there should be a plan of sequence in these articles which pursued logically should give the reader a clear idea of the relative value of the various factors affecting the cost or profit on his insurance.

That there has been an evolution in the advertising business in the last decade is the merest truism. It has been so emphatic that it might be termed a revolution from old ideas. Businesses that never advertised before are being forced into the running, and lines that confined themselves to the rut of trade journalism are reaching out more directly with their claims to the public. But has insurance advertising kept pace with this change? Is it modern in its methods, or does it confine itself very largely to old ideas in sticking to its financial journals, which are largely read by competing companies, and which never reach the big insuring public?

Now as regards the medium. As insurance makes its appeal primarily for the home, we believe that the mediums which are best adapted to its ends are magazines or newspapers that go directly to the home, and are distinctly of home interest in the broadest sense of the term.

About all that can be expected of advertising is to prepare the reader to look for further information, either through reading additional literature or listening sympathetically to the presentation of the company's claims by its agent.

The kind of man who is sufficiently resourceful, and has sufficient knowledge of the business to produce short, snappy, readable advertisements, containing ideas which attract and impress the ordinary reader, is scarce; but, he is of great value to any company, and this kind will be more and more valuable as the necessity for putting brains into life insurance advertising becomes more and more appreciated.



Yet it must be confessed that wit gives an edge to sense, and recommends it exceedingly.



He that has more knowledge than judgment, is made for another man's use more than his own.



Method goes far to prevent trouble in business: for it makes the task easy, hinders confusion, saves abundance of time, and instructs those that have business depending, what to do, and what to hope.

BE YOURSELF.

By JEROME P. FLEISHMAN.

DON'T govern your thoughts and actions according to the other fellow's standards.

Think for yourself. Make your own brain get busy. Make it record its own impressions. Make it create its own impulses and ideas.

The moment you say, "I wonder what people will think," you admit the superiority of the judgment of others.

You've got a brain of your own, or you couldn't comprehend what all this is about. You've got judgment of your own, or you wouldn't agree or disagree with what you are reading right now. You possess the ability to think for yourself, otherwise you wouldn't know whether you agree or disagree with what is printed here.

Why not exercise that brain? Why not put some confidence in that judgment? Why not rely on those thinking powers to steer the ship of Self?

Being natural isn't hard. Trying to be unnatural *is*. Thinking your own thoughts is much easier than thinking what you think the other fellow thinks. And there's so much more satisfaction in being one's own self than there is in trying to be somebody else.

Be true to yourself. Believe in yourself. What others have done, you can do. You were made a part of the great Scheme of Things because there is work for you to do. Do it! Don't worry about what somebody else will say when you take off your coat and dig in. Just dig! Dig like forty! And, above all—

Make sure that you are you. Be yourself!

He laughs best who doesn't laugh at all when he's dealing with the public.



Repartee makes reading lively, but business dull. And what the house needs is more orders.



But make not more business necessary than is so; and rather lessen than augment work for thyself.



Less knowledge than judgment, will always have the advantage upon the injudicious knowing man.



A wise man makes what he learns his own; the other shows he is but a copy, or a collection at most.



Never give out while there is hope, but hope not beyond reason: for that shows more desire than judgment.



They that show more than they are, raise an expectation they cannot answer: and so lose their credit, as soon as they are found out.



It is as great an instance of wisdom as a man in business can give, to be patient under the impertinencies and contradictions that attend it.



It is a profitable wisdom to know when we have done enough: much time and pains are spared in not flattering ourselves against probabilities.



He that over-runs his business leaves it for him that follows more leisurely to take it up: which has often proved a profitable harvest to them that never sowed.



It is enough that a thing be right, if it be not fit to be done. If not prudent, though just, it is not advisable. He that loses by getting, had better lose than get.



It is great wisdom to proportion our esteem to the nature of the thing: for as that way things will be undervalued, so neither will they engage us above their intrinsic worth.

The Basis of Canadian Collier's

CANADIAN COLLIER'S is edited for thoughtful people. Its letter-press and its illustrations are planned for men and women with the education to appreciate and the means to buy the *best*.

Its success in establishing itself in the homes of well-to-do Canadians can be judged by its subscription income of over one hundred and fifty thousand dollars annually (\$150,000.)

Experienced advertisers have found that the higher a subscriber's regard for his favorite publication the more responsive is he to everything advertised therein.



E. C. PATTERSON

Manager Advertising Department
NEW YORK BOSTON CHICAGO

A. H. BLIGHT

Canadian Advertising Manager
47-51 King Street West
Toronto.

He that neglects his work robs his master, since he is fed and paid as if he did his best; and he that is not as diligent in the absence as in the presence of his master, cannot be a true servant.



He that judges not well of the importance of his affairs, though he may be always busy, must make but a small progress.



Wit is fitter for diversion than business, being more grateful to fancy than judgment.



Constant, aggressive and judicious advertising is the greatest success lever the genius of man has evolved.



Don't take chances. Haphazard advertising is nearly always wasteful. The agent, who knows his business, is worth his weight in gold—to you.

Canada's Premier Magazine

The Canadian Magazine maintains its well earned lead over all class and periodical publications in Canada by sheer merit and that alone. From a literary standpoint it is the standard magazine of the Dominion, rivaling the big magazines of both the United States and England.

The wide popularity of the Canadian Magazine is amply evidenced by the volume of its advertising. The manufacturer or merchant desiring a national market cannot afford to ignore the preference-creating powers of this publication.

The Canadian Magazine, Toronto

The enormous

Home Circulation

of

The

News—TORONTO

IS WHAT PAYS ITS ADVERTISERS.

That is the reason why
The News carries more
departmental store ad-
vertising than any other
paper in Toronto. : : :

THE
CANADIAN COURIER

Is the only illustrated Canadian National Weekly printed in Canada. Having a circulation of over 22,000 paid subscriptions, reaching the best homes in the nine provinces of the Dominion, and read by every member of the household—hence all its advertisements are sure to be noted. CANADIAN COURIER circulation is “Quality circulation,” 95 per cent. of which is mailed direct to the *homes* of subscribers and the other 5 per cent. is taken *home* from the news-stand.

Our advertising contracts this year show an increase over the corresponding period of last year of over 100 per cent. This is high grade advertising combined with high class circulation.

The CANADIAN COURIER is without a peer in its field. Every week it reaches the money-spending people in the homes.

Advertising rates, etc., on application.

THE COURIER PRESS, Limited

12-14 Wellington St. East

- TORONTO

The Western Home Monthly

WINNIPEG

Circulation Guaranteed Over 35,000.

A circulation of over thirty-five thousand distributed throughout the richest and most progressive Provinces of Canada practically places *The Western Home Monthly* in a class by itself as an advertising medium.

Advertisers who wish to reach the most desirable class of actual buyers west of Lake Superior constantly use *Canada's biggest and best Magazine* because it pays them to do so.

The readers of *The Western Home Monthly* are quick purchasers of first quality goods and more than that, *they have the money to pay promptly.*

You can hit the target every time and tap the richest territory in the Dominion through our advertising pages.

Rate—One thousand lines or more, 12½ cents per line. Under one thousand lines, 15 cents per line.

The Western Home Monthly

WINNIPEG

**Letters from
Experienced
Advertisers
No. 6.**

PREVIOUS LETTERS:

1. Pedlar People, Oshawa.
2. H. O. Mills, Buffalo
3. Lever Bros (Sunlight Soap)
4. National Cash Register.
5. Page Wire Fence Co..

TORONTO, OCT. 19, 1907.

MR. H. C. DARE, Managing Editor,
Newspaperdom,
New York City.

DEAR SIR:

We have your letter of the 18th inst. inquiring as to how we like the service of the J. J. Gibbons Advertising Agency.

We are pleased to state in reply to your inquiry that the service has been entirely satisfactory, as copy furnished us has been in our opinion well thought out and well written, and the placing, checking, etc., carefully looked after. Also the results from the mediums recommended for our business shows a thorough grasp of the Canadian advertising situation from the advertiser's point of view of getting the maximum of results from a given appropriation.

We, of course, are but one of many advertisers served by this agency, but believe our experience is but that of other clients served by them.

Yours very truly,

THE DOMINION AUTOMOBILE CO., LTD.

J. J. GIBBONS LIMITED
ADVERTISING

TORONTO **MONTREAL** **ST. JOHN, N.B.**
119 Wellington St. W. La Presse Bldg. Ritchie Bldg.

JULY, 1909

Economic Advertising

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WOODS-NORRIS, LIMITED

Publishers

MAIL BUILDING,

- -

TORONTO, CANADA

Trade Paper Advertising is the Most Logical Proposition

Would you advertise an article used exclusively by women, in a strictly masculine publication? No! because the circulation, no matter how great, would be entirely unsuitable. By the same course of reasoning, if you are selling goods to tradesmen, your best advertising investment is in the *tradesmen's newspaper*.

The MacLean Trade Newspapers are published for, subscribed to and read by tradesmen exclusively. The circulation of each one of these papers is *specialized*. Every reader is a man whose business it is to select and push certain lines from among many similar ones offered to him. Naturally, goods advertised in his trade newspaper become most familiar to the tradesman.

There certainly is no business proposition confronting a manufacturer more logical than the advisability of trade newspaper advertising.

HERE IS THE MACLEAN LIST:

The Canadian Grocer Hardware and Metal
Dry Goods Review
The Canadian Millinery Review
Bookseller and Stationer Printer and Publisher
Canadian Machinery The Power House
Plumber and Steamfitter

Also Publishers of

Financial Post Busy Man's Magazine

SAMPLE COPY AND RATES ON REQUEST

The MacLean Publishing Company, LIMITED

Publication Office, 10 Front Street East, Toronto

Montreal Winnipeg Chicago New York London, Eng.

Advertise where the money is.

Who would think of trying to sell an automobile to a laboring man?

But is that any more absurd than advertising luxuries to people who can scarcely afford necessities?

If your proposition is high-grade, you want high-class circulation—such as "SATURDAY NIGHT" offers you.

Saturday Night

When a publication, by nearly a quarter century of clean, clever journalism, can gain the respect, confidence and regular subscription of the great majority of men of affairs throughout Canada, and become their family home paper, it is in a position to also give entree in these homes to reliable better-class goods, when advertised in its columns.

Advertising Rates on Application
SATURDAY NIGHT, LIMITED
Saturday Night Building, Toronto.

How About *The Genius of Every In-*
YOUR *dustry* has been actively
Selling Cost ? engaged in reducing the
cost of production for
the last fifty years. The
successful manufacturer has installed labor-
saving machinery and increased his facili-
ties up to the point that assures the maxi-
mum output at a minimum cost.

But—*YOUR Selling Cost demands the
same exacting supervision. YOUR Com-
mercial Supremacy can only be assured by
aggressive and systematic Advertising.*

Far-sighted business men are practically
concentrating their attention on their sell-
ing organizations and advertising depart-
ments.

*We can decrease your Selling Cost and
increase your Sales by planning and carry-
ing out an Advertising Campaign exactly
fitted to the needs of your business. Ask
us for the Proofs! What we have done for
others we can do for you.*

WOODS-NORRIS Limited

GENERAL ADVERTISING AGENTS

Mail Building - Toronto

Economic Advertising

T. Johnson Stewart - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	\$20.00	\$100.00	\$200.00
½ page	12.00	60.00	120.00
¼ page	7.00	36.00	70.00
Subscription price, \$1.00 per year, 10c. the copy.			

Vol. 1. Toronto, July, 1909. No. 11.

Straight Talks

THE SCIENCE OF ADVERTISING.

CAN advertising be justly termed a science? Do we possess a sufficient number of basic truths to warrant us in applying that term to our profession? In brief, is our knowledge of advertising systematized to the extent that certain general facts are universally accepted?

The ultra academic writer and almost all his works may be safely eliminated from our consideration. Too often he beclouds his ideas in rushing, bubbling torrents of rhetoric—dims his meaning with an accumulation of scientific phrases he but vaguely comprehends—in their relation to advertising. Just as Herbert Spencer was at once the profoundest scientist and clearest writer on scientific subjects of his age so one may expect that the practiced advertising man will be the plainest expounder of advertising truths. Academic essays may interest the university man with a taste for advertising; but they invariably fail to interest the average manufacturer and merchant—men whose commercial supremacy depends on successful advertising. Advertisers, young or old, want facts—not theories. How many facts have we to give them?



AN OVER-WORKED PHRASE.

The science of advertising is in danger of becoming an over-worked phrase. Just as we have associated “The Science of salesmanship” with glib talkers, who eat dictionaries—without

digesting them, so the day may come when we will associate the science of advertising with mild mannered savants who are not fitted by practice to even solicit advertising for the programme of a church fair. Yet, young as the science of advertising is, it is something vastly stronger than the professors of mental philosophy suppose. Advertising is the greatest promoter of civilization the world has ever known. This stupendous factor in the distribution of merchandise and *this alone* has made the modern newspaper and periodical literature possible. So that, if by a little study, we can sift the basic principles from the entangled web of theorists we shall be rewarded. If we remember that municipalities and nations, as well as manufacturers and merchants, are beginning to appreciate the significance of advertising the necessity of saving our profession from the misrepresentations of well meaning but ill-informed friends becomes apparent.



BASIC TRUTHS.

Successful advertising pre-supposes two things: The first essential is high-grade goods, and the second is a market ready to be tapped, or capable of being created. In itself advertising is nothing. Only in-as-much as it is related to the marketing of the world's goods and the progress of humanity is it worthy of our attention. The more scientific advertising becomes the less will the nations clamor after tariff revision. No government can erect a tariff wall that effective advertising will not batter down. Our manufacturers must master this irrefutable fact sooner or later. Reasonable imposts cannot save domestic industries, because the rapid development of Canada means comparative wealth for a majority of our citizens. And they'll simply buy the goods they know, or think they know, to be the best—whether these goods be the product of the domestic or the foreign manufacturer.

Every strong European or American manufacturer, who surveys this wide Dominion understandingly and follows up his survey with aggressive advertising is doing more to develop our domestic industries than some good people afflicted with political predilections would care to admit. A perfect product, properly advertised, is bound to command a permanent market. Once the manufacturer makes known its virtues the tariff is no impenetrable barrier. Some day our manufacturers will spend more time in the offices of their advertising agents instead of

dallying in the lobbies of legislatures. And it will pay them better.

Basic truths! Why, it is impossible to examine any phase of advertising without exposing first principles—principles that make our business a science whether we like it or no. For the sake of definiteness let us mention a few.

The primary essential of successful advertising lies in the product advertised. Before casting reflections on the ability of advertising men or the circulation of media it is well to know positively that your product is good. It must compare favorably with competing lines. Success is very certain if it is just a little better.

A careful study of selling arguments considered from the buyer's point of view always pays. Copy should not be written according to the standards of either the ad man or the manufacturer, but according to the standards of the ad readers we wish to interest. Avoid mere cleverness. Originality is commendable. It is seldom possible. Only a few men can create. And as if the gods had pre-determined to level up opportunities few originators profit most by their brilliant ideas. The man with an artistic temperament follows up the work of the creator of things, elaborates and burnishes them up and makes them all pure gold.

The consideration of quality as well as quantity of circulation does pay. Let us illustrate the point without referring to Canadian media. Space judiciously used in the Chicago Examiner might stimulate the sales of chewing tobacco. It is doubtful if any amount of Examiner space would create a marked preference for either Steinway pianos or automobiles. The Tribune is the logical media for advertising first-class goods in Chicago. Even the dazzling, if erratic, brilliancy of Brisbane has failed to make any of the Hearst papers great from the class advertiser's standpoint.

Here, then, are positive facts universally accepted about advertising. The success of all advertising is ultimately determined by the quality of the article exploited. To paraphrase Abraham Lincoln—while some of the people may be gulled all the time, it is shortsighted policy to even try to fool all the people all the time.

Copy that creates an abiding preference for goods is never clever. Art illustrates the subject and stops right there. And the talk is written in the vernacular of the people we want to interest.

The quality of media must always be considered—is never ignored in successful advertising. And the campaign must be planned to fit the requirements of the business and operated in harmony with the selling organization. Because we can catalogue these facts under the heading of positive knowledge we may be permitted to term advertising a science. And there are many more facts.



SUMMER ADVERTISING.

It is just possible that one manufacturer in all Canada will make his business leap ahead this year by continuous summer advertising. A lap gained in the business Marathon during the hot days is almost a surety of success. Don't overstrain your facilities or overdo your advertising. But keep your guns trained on the consumer. The strenuous life is not for him these days. He dallies in the shade with his pipe and his favorite paper or magazine. And he pays particular attention to your story for two splendid reasons. The majority of your competitors have dropped out and he must read.

Despite our ingrained suspicion of the Oriental, we all liked the good business sense of the Japs as exhibited in the greatest struggle of modern times. The siege of Port Arthur was relentless war, but it was also a good deal more. Shot and shell poured unceasingly into the doomed city. Solid granite masonry might have withstood the siege for a week or a month or a year, but the continuous stream of deadly projectiles reduced the strife to a matter of duration. The same cool, scientific business sense swept Oyama's legions northward through Manchuria in the shape of a crescent moon. Desperate valor on the part of Kuropatkin might have driven his hosts in triangle form through the centre of the advancing Japanese columns, but every time he tarried the extreme points of Oyama's crescent were sharply inclined. The Russian commander's line of communication was constantly threatened. He *had* to retreat. Just as soon as Kuropatkin informed the Czar that he was drawing the Japanese on he fully realized that ultimate and crushing defeat was inevitable. Perhaps no European commander knew the science of war better than Kuropatkin. The cold, hard sense of the Japanese generalissimo blasted the dreams of Russia's Oriental supremacy for a time. The same cold, calculating attribute, and that alone, can maintain the Japanese Empire indefinitely.

A permanent success demands constant advertising. Consider the world and his wife in the shade, during these sultry

days, reading their favorite magazines and newspapers and keep up your bombardment. It's good business, and it pays.



THE TRIUMPHS OF ADVERTISING.

In as brilliant a speech as any ever delivered on the theme, Truman A. De Weese tells us "What Advertising Has Done for the American Manufacturer." That speech is published on another page. We commend it to the consideration of our readers. Advertising has bettered every product it has touched. It has populated the plains—irrigated the desert and changed the silent places of the world into busy marts. Advertising has built up colossal industries—educated the public up to an appreciation of life's luxuries—raised cities and flung Anglo-Saxon institutions around the globe. Managed skilfully or otherwise an advertising campaign makes for success. A veteran ad man with a reasonable amount of capital at his disposal can triple the output of almost any factory—raise thriving cities on the very rim of civilization, and sustain the commercial supremacy of a nation. There's just one thing that advertising will not do. It will not fail.



OUR POSING PROBLEM.

James J. Hill will be revered by posterity, not so much as the inland empire builder, but as the clearest-seeing prophet of commercial supremacy the Republic has known up till now. The maintenance of the United States as the first of all manufacturing nations gives Mr. Hill grave concern. During the last quarter of the nineteenth century Uncle Sam wrested the sceptre of commercial supremacy from John Bull in fair and laudable rivalry. Until then the Briton proudly boasted that his country was the "Workshop of the world. The supremacy of the United States as a manufacturing nation was inevitable. Nor could the development of the Republic, as the greatest of all manufacturing countries, have worried Britain much. Unlike Germany and the Motherland, the standing of the United States does not depend on her exports. Incidentally, we have touched on the cause of the hysterical warlike preparations on both sides of the North Sea. Imposing as the German naval platform is the patriotism of the Pan-German people demands it. Germany cannot afford to leave her ever-expanding merchant marine at the mercy of any nation on earth. The stupidity of British statesmen advertised German products around the

world as nothing else could have done. "Made in Germany." We compelled the Germans to impress that phrase on every article manufactured for export. It has proven the most colossal free advertisement ever one nation gave another. A German war will come. But the guns of the mighty fleet now being pushed ahead with feverish anxiety at the mouths of the Elbe and the Weser will hardly ever be turned against the British navy. The immense preponderance of the Imperial fleet may avert the catastrophe. But the Kaiser's navy is apt to demonstrate its power by trying to smash the Monroe doctrine. Because the southern continent offers the only field for the practical exploiting of Germany's very necessary colonizing schemes.

However, Imperial defence is not our posing problem. The British nations are strong enough to calmly watch and as calmly prepare to meet all aggressors. Our posing problem is the maintenance of the fertility of the soil. We have seen farms of New England deserted because of their unproductiveness. In turn the farms of the Dakotas and other western states are being deserted for the rich soils of the plains beyond Superior. A majority of improved farms, when offered for sale, should be catalogued as impoverished arms. The fertility of our wheat lands is being gradually lessened—quite perceptibly destroyed.

If our Manufacturers' Association would see to it that the Government founded college farms for the purpose of inculcating the necessity of scientific farming they would be paying attention to their own best and most permanent interests. Tinkering with the tariff may be good politics, but the preservation of the fertility of the soil and all our national resources is better business.

The political aspect of the situation does not concern us. The argument for or against increased imposts may be splendid; but a nation's only source of permanent wealth is fertile lands. The development of our vast territories along scientific lines will ultimately give us the richest market in the world for home products.



Publicity will not endanger the preponderance of the British navy. The cool assumption of the Fatherland press and statesmen that Germany's new fleet is being built for the purpose of wresting the command of the seas from England may fulfil its object and blind the nations to the real ambitions of the Hohenzollerns. And yet the world knows that there is even now the nucleus of a splendid and effective German army in South America.

Financial Advertising

The dignity of advertising vindicated. The kind of publicity that has been proven best for reliable financial institutions. The moral aspect as well as the business effect touched on. By T. J. S.

BANKS, insurance companies and other reliable financial institutions may believe in advertising; but a glance over our newspapers and magazines is almost enough to convince the casual reader that they do not. Financial institutions seem to cling to the dogma that advertising is not dignified. And this, despite the fact that the most substantial accounts carried by our chartered banks have been largely created by advertising. Up till now the banks have profited by the advertising of other people. The subject presents numerous interesting points on sight. Let us consider a few.

Are the banks of Canada super-sensitive about their dignity? A careful scrutiny of their attitude towards advertising would seem to warrant an answer in the affirmative. And yet, if plain matter-of-fact advertising conflicts with the dignity of a bank it would beggar the imagination of the veriest word-wizard to give an appropriate definition of the word dignity in this connection. Since advertising is the prime creator of good banking accounts, it would seem reasonable and consistent for the banks to invest a percentage of their earnings in printer's ink. If the policy governing the banking business is too dignified to enlist advertising as an auxiliary in business building, we cannot see how it comports with the dignity of the bank to accept accounts created by advertising. Assuredly the dignity of the banking business is no argument in favor of the non-advertising banker.

The reasons why a bank should advertise may be classed under two heads: first, business reasons, and second, moral reasons. Banking is a business and may be termed a profession in so far as it is conducted on sound business principles. If judicious advertising will increase the business of a bank there can be no logical reason why a bank should not advertise its service. The banker who has never sought the aid of scientific publicity in building up his institution has no logical grounds for his lack of faith in advertising. That we have no favorable Canadian data to quote from on this subject is our misfortune and the fault of our bankers. We must therefore go abroad for

some of our arguments. During the panic of 1907 ninety per cent. of the chartered banks that failed in the United States made no pretense of advertising—the remaining ten per cent. were advertised in a puerile, haphazard and antiquated fashion. Many banks and a majority of the big financial institutions that weathered the storm were aggressive and judicious advertisers.

But, we are told, Canadian banks do advertise. And the bankers point, with pardonable pride, to those ornate buildings that dot every town and city from Halifax to Vancouver. Is it conceivable that these sometimes beautiful edifices are good investments? The Traders Bank building in Toronto looks like a safe and sane investment. And up till now it has been a good investment. But it is questionable if an ornate building devoted entirely to the business of a branch bank is ever a profitable investment. The Equitable Life Insurance Co. is now selling its huge office buildings all over the United States, or trying to sell them. These buildings were erected in every considerable city primarily to advertise the company. Besides the officers of the company believed that they would prove good investments. It seems that both the intention and the belief of the company's officers were at fault. As an investment the great office buildings did not pay. As advertisements they proved disastrous. Because the policyholder had his own point of view. And the now safe and sane management of the big company respects *his* views.

Of course it is debateable whether a large building—a sky-scraper—will prove either a good investment or the source of much free advertising. The Metropolitan tower in New York may be an excellent advertisement. A good way to find out would be to mail a photograph postal to every policyholder and ask his opinion. It is said that the freak Singer building on lower Broadway is a paying advertisement; but we notice that this company's advertising appropriation for straight magazine and newspaper space is merrily increased by thousands every year. There certainly is a growing sentiment among business men that cannot be termed favorable to financial institutions that invest unreasonable sums of money in ornate buildings for the transaction of financial business and that alone. And it is just as well to mention here that while a seven or eight story building may be a good investment a sky-scraper can hardly ever pay decent dividends on the capital invested. On the other hand, since modern advertising makes large banking institutions possible, it seems rational to argue that a judicious use of printer's ink would be a dignified and profitable investment for bankers.

The moral aspect of this discussion cannot be seriously con-

sidered without impressing the most conservative banker in favor of advertising. Reputable banking institutions are, or should be, something more than the mere custodians of the people's wealth. They should also be our financial advisers. Perhaps there isn't a savings bank manager in the country who has not experienced a feeling of sorrow as he has watched his depositors extract their hard-earned cash to gamble it in fake mining and promotion schemes. Yet the banks have failed to point out their solidarity—their safety and security in convincing advertising.

The moral and sociological effect of aggressive and judicious bank, insurance and reliable financial advertising cannot be easily computed. It would make for thrift and better citizenship. The subject is too wide, it has so many ramifications that it cannot be treated effectively in any short article. But it may be safely asserted that bank advertising and the advertising of all reputable financial institutions would be a paying investment. It may be further asserted that aggressive and judicious advertising of banking service and its resultants would materially benefit the nation and increase deposits beyond the dreams of even our most hopeful financiers. When the banker realizes that he is the financial adviser of the people as well as the custodian of their surplus cash, then he'll become an enthusiastic advertiser.



Every dollar invested in successful advertising is a premium paid for commercial success.



The perfection of the product is the rock-bottom foundation of all successful advertising campaigns.



The advertiser who has learned to appreciate the importance of an inquiry is in no danger of becoming a sceptic.



A permanent business success demands two things. A product as perfect as you know how to make it and aggressive and judicious advertising.



The woman who believes in matrimonial advertising may not be as desperately fascinating as some of her demure sisters, but it's on record that she gets there quickly.



The man who imagines that it is possible to create a permanent business success without advertising is foolish enough to harbor the dogma that there'll be good skating in the next world.

What Advertising has Done for the American Manufacturer

An Address by Truman De Weese, Director of Publicity for the Shredded Wheat Company, Delivered Before the Sphinx Club in New York City at Their One Hundredth Dinner Held in the Waldorf Astoria. It will Pay Our Canadian Manufacturers to Read Every Word of this Interesting Speech.

GENTLEMEN of the Sphinx Club:
I am asked to talk on the subject, "How Advertising Helps the Manufacturer." The subject has the charm of refreshing originality. Everybody knows how Advertising helps the magazines, newspapers and advertising agents. Everybody knows how Advertising helps the street car companies to pay dividends on watered stock. Since Mr. Balmer took up street car advertising the earnings of the street car companies have been augmented to such an extent that a portion of the surplus is actually diverted toward the purchase of new cars and the improvement of the service, for all of which the strap-hangers who do not own automobiles should be duly thankful.

Everybody knows how Advertising helps the bill-board fellows. Look at the picture of the immortal Shakespeare leaning on a bottle of Holbrook's Worcestershire Sauce. The picture may not convey the correct impression as to the kind of stimulants which the Bard of Avon imbibed, but it looks Gude to those who are interested in carrying high art to the plain people who have neither time nor money to visit the art galleries or to own pictures.

Everybody knows how Advertising helps the publishers. Let your eye take in the magnificent proportions of the palatial building which the Curtis Publishing Company is about to erect in Philadelphia—a building that will have a floor space of eleven acres and that will rear itself in stately grandeur above the historic structure that commemorates the birth of

American Independence—a monument to the faith of one man in the “creative power” of Advertising.

Everybody knows how Advertising helps the Advertising Agency. Look at the publicity plutocrats who have gone into the banking business. The tendency of Advertising Agents to go into the banking business can be explained only on two theories: either the Agency needs the credit of the bank in order to pay those “high-salaried” copy-writers; or it has to start a bank to loan out the accumulated surplus.

But does Advertising help the manufacturer? Does the manufacturer get his money back? Of course he does.

I am expected to tell in a twenty minutes’ address what Advertising has done for the manufacturer. Might as well try to put “The Rise and Fall of the Roman Empire” on a phonograph record. To tell what Advertising has done for the manufacturer would be to write the history of industrial progress for the last quarter century. This is an age of specialties. How can you sell “specialties” without advertising? But Advertising has gone beyond specialties into staples. The white flour millers and the Sugar Trust have come down from the lofty pedestals of doubt and are now using printers’ ink in a reckless manner.

Even the brick makers are about to become national advertisers. Brick-making began hundreds of years before the Israelites went down into Egypt and were put to the task of making bricks without straw. At a meeting of the National Brick Makers’ Association recently held in Rochester it was decided to spend ten thousand dollars in a publicity campaign to save their ancient and honorable craft from destruction by the modern makers of cement blocks.

And now comes the National Casket Company with the proposition to advertise coffins to the end that the deceased will refuse to be buried in a box that does not bear their trade-mark. As a result of this campaign it is expected that the National Casket Company coffin will be specified in the last will and testament so that the obsequies will not be marred by any unseemly wrangle among relations who may favor rival concerns. Advertising begins with the foods and nursing bottles and diapers of infancy and is finally interred with your bones. Almost any rational being would feel more comfortable in a coffin bearing the trade-mark of a national advertiser.

Advertising brings Opportunity to the door of Doubt. It hammers on the door until Opportunity becomes Importunity and the doubting one finds himself possessed with a new want

and a new desire. This new desire, multiplied in potency and pulling power thousands of times and through all the changing moods of human fancy, is the thing that pulls business and piles up industrial wealth to colossal heights. This is the thing that builds factories, cities and railroads and all the instrumentalities that contribute to human happiness and human progress. It makes the luxuries of to-day the necessities of to-morrow. By multiplying human desires it brings about the establishment of agencies for gratifying those desires until the earth is filled with the creative forces liberated by man's genius and industry.

Why is the

Cadillac

"THIRTY"

replacing higher priced cars?

Yes, Cadillac is first in your own car. Numerous indicators of such things. And this prestige, service and superior quality for all automobile buyers. These new who have changed must have had some strong, steady, reliable. Here it is. Cadillac is the only car that a thousand of our two thousand dollars can buy. It is three times as great as any other car that they can buy in the Cadillac.

It is not easy to answer that question, because it is too easy to tell you. In this limited space, how good a car the Cadillac is.

Thirty minutes steady stable Cadillac plan would send you away convinced that no car in the world—any other car—can match it. Cadillac is made most men who have owned other cars are good judges. A car is not a better judge. It is not a car, and to know all to expert engineers, the mechanics of a Cadillac is not a man's work.

The year is a sign that a thousand of men two thousand dollars additional can buy them in a single day—also. And yet, the Cadillac "Thirty" is by no means small. It is a large, roomy, five passenger car.

Cadillac "Thirty"
 Four cylinders
 40 horsepower
 100 miles a gallon
 100 miles a day
 100 miles a day
 100 miles a day

\$1400.00

See Dealer's List of Cars

Cadillac Motor Car Company, Detroit, Mich.



Within ten years Advertising has filled the country and city highways of this and other lands with flying chariots of cushioned comfort and luxury. It has taken thousands from the city out into the byways of rural loveliness, along sunlit meadows and singing brooks into quiet lanes of blossoming beauty, while poor old Dobbins is ambling off to the bone-yard, and village magistrates enrich their coffers with fines gathered from speeding chauffeurs. The automobile is rushing onward into popular favor, riding roughshod over prejudice and opposition. If the gasoline holds out, nothing can retard the coming

of the horseless age. The automobile business done in 1903 amounted to less than \$8,000,000, while the total for 1907 reached \$105,000,000. There are now over two hundred and fifty firms engaged in the manufacture of automobiles with invested capital amounting to \$200,000,000, giving employment to nearly 200,000 persons. It is believed that there are at present over 320,000 motor cars in this country, New York State leading with 64,500.

Advertising has sent the Evangel of Good Health and the Simple Life into thousands of homes. A few years ago a Nebraska lawyer whose stomach had gone out of business was try-

ing a lawsuit in a small town in that state. At the hotel where he stopped he observed a man at the table each day eating a dish of boiled whole wheat. Being a dietetic crank, his curiosity was aroused. On inquiry he learned that he, too, had a stomach that had refused to do the work for which Nature had intended it. He was waxing strong and fat on boiled whole wheat which he mascerated in a bowl and ate with cream and sugar. The lawyer began eating it and when he found that he could digest it and maintain his mental and physical powers, he began a series of experiments to make it a commercial proposition. That is the story of Shredded Wheat briefly told. Advertising has built this business into a mammoth industry, housed in a palace of light on the banks of the Niagara River and sending out each day of the year a million and a quarter Shredded Wheat Biscuits. The annual expenditures of this Company for all kinds of advertising now aggregate nearly \$400,000. The two million dollar plant in which these biscuits are made is visited annually by nearly 100,000 persons from all parts of the habitable globe. The Shredded Wheat Company has for years conducted an educational campaign which has not only led to a world-wide recognition of the nutritive value of whole wheat foods, when properly prepared, but has created a national sentiment in favor of pure foods and clean foods.

Advertising has filled the world with music. Into hovel and palace it has taken the wonderful voice of Caruso, leading the lover of grand opera to the mountain tops of wonder and delight, while simple folk who love the music that never dies are stirred by the strains of "Dixie" or moved by the mellow melody of "My Old Kentucky Home." The phonograph, although invented in 1878, made no headway as a commercial proposition until 1896, when the National Phonograph Company was organized. Now there are three great companies manufacturing "talking machines" and doing a business that aggregates many millions of dollars annually.

Advertising has "touched the button" of joy in a hundred thousand homes, letting in the sunlight that preserves the

Her Declaration of Independence



The "Servant Problem," changes to Servant Sense and Servant Sunshine in the Home where

Shredded Wheat

is known. As breakfast it is a fast food, strong and nutritious, and contains no stimulants, no narcotics, no "artificial" and no other dangerous.

With Shredded Wheat Biscuits and other cereals in the fresh fruits, grapes, or a salad, one who begins this morning meal will be prepared in ten minutes for the best of health, a happy, contented, kind and cheerful person, and will be able to do his or her best in every business, profession, or pleasure.

Shredded Wheat is made of the choicest selected white wheat that grows in the richest, freest, most healthy, and fertile soil in the world.

ALL THE WHEAT OF THE GOLDEN WHEAT

The Canadian Shredded Wheat Co. Limited - Niagara Falls, Ont.,
Wholesale House East

faces of loved ones on the films of Memory. It has given the world-wanderer a record of his travels and the lover of Nature those imperishable etchings of woodland and dell that sweeten and gladden the evening of life. It has expunged the word "camera" from the lexicon of photography and put the word "kodak" in its place.

Advertising has rescued the piano from the garret and the junk-heap where it started to join the spinning wheel and the tallow dip. It has made the piano almost as busy as the sewing machine. The piano is no longer a polished loafer—a sentinel of soundless silence, giving forth sounds only when Susie is pounding it under the direction of Professor Snooski. The Angelus doesn't wear long hair, but it has the power of evoking the sweetest melody from the silent keys, which makes the piano work overtime. Perhaps it is a bad thing for Susie or the Professor and the future of one of the fine arts, but after all, there comes the question: Is the piano a musical instrument or a piece of furniture?



and flying machines. The "broilers" didn't come fast enough for the cold storage facilities of the Beef Trust. The manufacture of incubators has grown to such enormous proportions that it is possible to find in the market an occasional spring pullet that has not been cornered by the packers of Chicago. "Why do poultry ads nearly always show the picture of a rooster?" some one asks. I should say it is because the rooster crows and never sets.

Advertising has emancipated busy, bearded bipeds from the slavery of the barber shop. It will in time make the barber as extinct as the Dodo. It has made every man his own barber, saving his face from the tonsorial fiend whose razor is never any sharper than his wits and who spreads the practice of profanity by scraping a man's countenance "against the grain." Advertising that inoculates man with a desire to shave himself is a

boon to the race. The average man who doesn't shave himself and who has reached the age of seventy has wasted three years of his precious life in barber shops. Advertising adds all these wasted hours to the productive energies of the race, besides promoting its peace and tranquillity. It is claimed that one manufacturer of safety razors now spends a quarter of a million dollars in Advertising every year.

Advertising has put a rubber inkwell into nearly every business man's pocket. The pen may be mightier than the sword, but it is of no account when there is no ink to be had. With a fountain pen in one pocket and a check book in another pocket, what excuse can a man give for not paying his bills? The universal use of the fountain pen has helped to kill Bryanism by increasing the elasticity and volume of the currency. The check-writing habit has added millions to the circulating medium of the country, leaving the actual currency for the banks to loan out to grease the wheels of commerce and industry. The first Waterman fountain pen was put on the market in 1884. The advertising appropriation for the first year was \$62.50, while the total sales were two hundred pens. It is claimed that the total annual sales at the present time amount to two and a half million dollars.

Advertising has sent the old cracker-barrel of boyhood memory into the limbo of the past along with the old vinegar barrel and the old molasses barrel.

When the store cat didn't sleep in it at night the mice found it a cosy place in which to build their nests. Along came the National Biscuit Company in 1897 with its "Inerseal" dust-proof package, keeping the crackers clean and fresh and crisp, working a world-wide revolution in the cracker business. But the "Inerseal" idea has extended to



**The Reason Why
This Trademark and
This Razor are
"Known the World Over"**

The chief reason is that the "GILLETTE" meets the requirements of every shaver the world over for a quick—easy—comfortable shave.

The best proof that the "GILLETTE" is the highest type of perfection in razors is, that the men of all civilized lands now demand the "GILLETTE" Razor and the "New Process" Blades.

The men of Canada are especially well pleased with the "GILLETTE," and take not a little pride in the fact that it is made by Canadians in the Canadian factory at Montreal.

You can examine the "Gillette" at your Jeweler or Drug Store or Cutlery or Hardware Dealer—or at our Export Office or Experimental Store. Standard sets \$5.00 for mail order.

THE GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED
Office and Factory 65 St. Alexander St. Montreal




Waterman's Ideal Fountain Pen

Finger Guard

Another Waterman's fountain pen, which contains new perfection.

Bookkeepers, Stenographers, in fact all writers will find in this Finger Guard, one of the greatest improvements and a great deal of comfort. It has been designed for the use of those who write a great deal. It is a great help to the hand and the pen. It is a great help to the hand and the pen. It is a great help to the hand and the pen.

WATERMAN AND WHITEHEAD, INC. 150 Broadway, New York

all sorts of bakeries who imitate "Uneeda" Biscuit in everything but the outside wrapper.

Advertising has made the paint brush go hand in hand with the rolling pin. While the bread is in the oven the housewife can brighten up the floors and doors, making old furniture new, adding a touch of beauty and freshness to the home without bringing in a crew of masculine daubers and splashers with dirty overalls and plug-tobacco manners. The history of Advertising doesn't afford any more wonderful example of the creative power of Advertising than the story of Jap-a-lac. It is true that there were varnish stains on the market before the appearance of Jap-a-lac, but the Glidden Varnish Company was the first concern to inaugurate a national advertising campaign for a varnish stain.



Beauty

Doctors regard beauty from the point of view of health, and tell you that a good natural complexion and a fair, soft skin are necessary essentials of beauty. They never disagree about that, nor do they disagree about the merits of

Pears' Soap

which is the most perfect beautifying agent known, being pure in every particle and possessing those special and unique qualities which render the skin pure, clear and of exquisite whiteness. The beauties of six generations have acknowledged PEAR'S to be

From the Doctor's Point of View

The Best Aid to Beauty

Mr. Sherwin, of the Sherwin-Williams Company, being a great believer in advertising, started advertising the day of the organization of the company, and when he retired, Mr. Coddingham, the present general manager and president, took even a more active interest in the advertising. The advertising appropriation has been increased at the rate of \$25,000 to \$30,000 a year, until it is now one of the biggest advertising appropriations in the country.

Advertising has smoothed the wrinkles of worry from the brow of care. It has brought the roses of June to the fading cheek of December. It has covered crows' feet and freckles with velvety smoothness and whiteness, transforming old maids into Poems of Pulchritude. Pompeian Massage Cream was first put on the market in 1902. The advertising appropriation for the first year was \$3,000. A circular issued in 1903 spoke of the company's "tremendous" advertising campaign of \$8,000 in ten publications. This circular announced that the "Delineator" would carry Pompeian copy to the extent of three inches. Four years later the company was announcing to the dealers a double page spread in the "Saturday Evening Post."

Advertising takes the steer of the Western plains and uses every portion of his carcass from the end of his horns to the tip of his tail. It makes cloth out of his hair, soap out of his

fat, buttons out of his blood, glue from his hoofs and pepsin from his stomach. These are the by-products of the Chicago packing industry; but they are the only products of this industry that can be advertised, and it is these products which yield the profits and pay the dividends on the stock.

Advertising created and originated the dollar watch, putting a reliable time-keeper within the reach of hundreds of thousands who couldn't afford the more expensive time-keepers. The story of the Ingersoll Watch is the story of one of the most wonderful advertising successes of the century. The first watch was put on the market in 1893, and for the first year the sales averaged about 300 watches per day. Last year's output was approximately 3,000,000 or between 11,000 and 12,000 per day. Their advertising covers a very wide range of publicity and the annual expenditure must be considerable in excess of a hundred thousand dollars.

The Franco-American Food Company first put their products on the market in 1887, starting without any capital and confining their advertising to sampling. As their business grew they kept on setting aside sums for magazine advertising. Their business has grown so that from an output of about 600 cans per day, their present output is 30,000 cans per day.

Three things menace national advertising: (1) Trusts; (2) Substitution; (3) Bad Copy.

A trust formed by manufacturers of a staple product may enable the manufacturers to cut out advertising or reduce advertising expense, but if it is a combination of manufacturers of the luxuries or specialties, the educational work must go on or the sales will stop. The formation of a bicycle trust not only killed advertising, but killed the bicycle business. If the bicycle had continued to be manufactured by independent companies as a specialty the vigorous competition in advertising of the independent companies would have kept the bicycle business alive for many years. When all the manufacturers of automobiles form a trust or combine, it will mean death to Advertising and death to the automobile business. The business will be immediately deprived of the vigorous competitive advertising of rival concerns which is necessary to keep the public mind alive to the uses and pleasures of the automobile. It is true that the formation of the Eastman camera trust did not totally destroy camera advertising, but it reduced camera advertising from half a dozen or more competing firms to one firm.

It is easy to see what Advertising has done for the manufacturer who advertises. Did you ever stop to think what Ad-

vertising does for the fellow who does not advertise? Take the Pierce Auto-Car Company of Buffalo, for instance. Its advertising helps a lot of manufacturers who do not advertise to sell automobiles. All automobiles look alike to the general public. The beautiful pictures of automobiles, showing the pleasures of automobiling and the picturesque country byways in this and foreign lands which are run on back covers by the Pierce Company create a desire or longing for the pleasures of this fascinating outdoor pastime.

While it is true that these advertisements make some reference to the superior mechanical construction of the Pierce Arrow, three-fifths of the space is used to popularize automobiling and to impress the public mind with the utilitarian value of the vehicle as well as its pleasurable possibilities.

It must not be assumed, however, that this advertising has failed to yield large returns for the Pierce Company. This company began business in October, 1901. They had no advertising appropriation for the first year, but spent \$5,000, and their total sales were \$100,000. In 1908 their total expenditure for advertising was \$75,000, spent in a great many kinds of publicity, including circulars, catalogues, books, newspapers, and weekly and monthly publications. The sales for that year were \$3,500,000.

For the purposes of illustration it may be said that the big automobile advertisers are: Pierce, the Locomobile, Peerless, Winton, Thomas, Oldsmobile, Packard, White Steamer, Rambler, Franklin, Maxwell and Cadillac. If you should make an investigation of the automobile business however, I think you would be surprised to learn how many great automobile industries have been built up on the advertising done by these big concerns. It will interest you to know that out of 102 automobiles exhibited in the Chicago show only 20 are well known as national advertisers. There are probably 200 concerns that are doing a big automobile business every year on the strength of the educational publicity that has been paid for by the ten or twelve big automobile advertisers of this country.

The National Biscuit Company, I am told, will spend a million dollars this year in all kinds of publicity. On the strength of this wide-reaching advertising campaign hundreds of firms have commenced putting up soda biscuit of the same size and general appearance and the same size carton, selling at the same price.

If I go into the largest grocery store in Buffalo and ask if they sell "Uneeda" Biscuit, three out of four of the clerks will

say "Yes," and hand me a package of soda crackers made and put up by some firm in exactly the same size box with the same "Inerseal" paper to keep the crackers crisp and selling at the same price. The fourth clerk is apt to say: "No, we do not have Uneeda, but we have something just as good. In fact, if you try them, I think you will like them much better."

Hundreds of stores all over the country are doing this. And the practice is not confined to the cracker business. It extends into the manufacture of every commodity that has been popularized by national advertising.

Now, what is the remedy? Better copy—good ads. that have more selling power in them, ads. that are written by a master of wordcraft instead of rhetorical rooters and rousta-

bouts whose sole ambition is to catch the eye of the reader with strange and unusual diction and who fill valuable space with long sentences and long words. The remedy is copy so terse, so crisp, so incisive, so convincing that it will burn into the public mind the name of a commodity and its selling arguments so deeply that no nine dollar a week clerk in any store can persuade a customer to accept any substitute for it.

The remedy is in the control of the advertising business by individuals or agencies who can create a demand for a commodity through their ability to present its selling

arguments in such a way as to persuade, impress and convince the mind of the reader.

I have always divided "ad. men" into four classes: (1) space buyers; (2) space sellers; (3) space fillers; (4) advertisers.

It is easy to buy space if you have the money. It is easy to sell space if you can convince the manufacturers that your medium reaches the right people. It is easy to fill space if you know how to string words together. But it is not easy to write copy that has actual selling force in it—copy that will create in the mind of the reader a desire to possess the article that is advertised.

I do not believe in freak advertising—the kind that attracts attention by offending the public taste or the public sense of

Soda Cracker Logic

Any baker can make an ordinary soda cracker—but to produce Uneeda Biscuit requires the specially fitted bakenes of the

NATIONAL BISCUIT COMPANY

All soda crackers are food. But there is only *one* soda cracker highest in food value as well as best in freshness. Of course, *that* soda cracker is

Uneeda Biscuit 5¢

decency. It may create a spasmodic spurt in the sale of a commodity, inducing dealers to load their shelves with it, but it will not move the goods from the shelves because it has no selling power. I do not think a breakfast food can be permanently established in public favor by asking women to wink at the grocer in order to get a package. A food must finally rest on its merits as a food. No amount of freak advertising will make a permanent market for it unless it is palatable, nutritious and wholesome. I do not believe that the wave of prohibition that is sweeping over the country can be stemmed by hitching a beer or a whisky to the name of the immortal Lincoln or to any other statesman who is enshrined in the affections of the people.

An intelligent selection of media based on a thorough knowledge of the product, combined with copy that penetrates the understanding of the average reader and burns into his memory a few impressive facts about the commodity in such a way as to imbue him with a desire to possess it is the only thing that will secure to the advertiser any permanent returns from his investment. It may not prevent the other fellow from making money out of the advertising that is done by the big advertiser, but it will at least give the latter a commanding position if not absolute control of the business in which he is engaged.



Advertising brings about a better acquaintance and understanding between the merchant and the traveler.



A fellow who tries to attract business without advertising is like a fellow who throws his sweetheart a silent kiss in the dark: he knows what he is doing—but nobody else does.



It's a poor advertiser that puts up a bluff on the merits of his goods. The "call" is the only thing that's coming to him.

Hit straight, hit hard,—and nail it down,

Publicity is part renown.

Write short, write long—but ring it true,

For merit counts the most for you.



A distinctive characteristic in all advertising copy is worth while, but this doesn't mean to play the clinging vine to any one piece of copy for so long that creepers grow around it. Variety is the spice of advertising just as much as it is of life, especially as the former owes its existence solely to the necessity of appealing to the latter.

Let's Advertise Canada

Nations are Dimly Conscious of the Power of Advertising. Canada Should be the First Country on the Globe to Map-out a Foreign Advertising Policy Because She Needs it Most and Would Benefit Most by it. A few Reflections on the Subject by T. J. S.

SANE, truthful and progressive advertising would make Canada one of the most powerful nations on earth by the year 1960. In fifty years our citizens should be the the most virile race on the globe. Before the first half of the twentieth century has waned this wide Dominion should tower among the nations in all the beauty of youthful strength, without exhibiting one iota of the pride that makes vast powers ridiculed or feared.

Greatness will be thrust on Canada. There is no escaping our destiny. And if judicious advertising can make impossible some of the sores that afflict the body politic of our Big Brother south of the 49th parallel, then, it would be well to call the genius of the advertising profession to our aid. The immense and practically untapped resources of our country demand strong and fearless men of our own breed—if possible, and a broad and enlightened expenditure of capital. Of the two the strong men are the more necessary for the simple and conclusive reason that all wealth is the product of labor.

Let's advertise in other lands for the men and women we want—the people we must have. The voice of sagacious statesmanship and civilization alike calls for men and women of the Anglo-Saxon race, for British institutions must be extended and preserved at all hazards. But let us be cosmopolitan enough to welcome every physically strong man and woman of the white race. Whether they are educated or not matters little. If they crave for freedom—the joys of living in a democratic land, let physical strength and the desire to become citizens of the Empire suffice our immigration officials.. And let us tell these simple children of the soil in the plainest language their mother tongues afford all about the free grants of land obtainable in most of our provinces, without one word of exaggeration and without inserting a single phrase in a single ad that is liable to be misconstrued.

The search for desirable citizens should be robbed of every vestige of mercenary motives on the part of immigration agents. Canada is big enough and rich enough to tell the simple truth about the opportunities she offers without adding a single dollar to the cost of the worthy immigrant's ticket.

Simple, sane and judicious advertising would create a respect for Canada among the strong and clean-living peasantry of Europe that a year's residence would kindle into the love of country. The men and women we want are not afraid of work. They know something about the struggle for existence. The frost and snows of winter do not appal them nor the heats of summer days. But it should be clearly explained to intending immigrants that the test of the thermometer gives an exaggerated impression of prevailing climatic conditions in this country. It is easier to work in Canada when the thermometer registers 90 degrees in the shade than it is to work in any European country, with the exception of Spain, when the mercury touches 80 degrees. The plain facts regarding our climate and its effects on vegetable and animal life should be clearly stated.

Let us tell the strugglers in Europe that if our vast areas of wheat lands, extending from Superior to very near the Rockies, were under cultivation, that we could feed the world. Let us advertise that the Canadian Government operates farms on scientific principles for the purpose of training farmers and let us do that very thing. Intensive farming amounts to a national crime. Is it not possible for a government that considers it wise to invest a hundred million dollars in a railroad—is it not possible for that government to operate college farms for the benefit of the nation? The scheme is practicable. It might be elaborated up to the point where the proceeds of the immigrant's labor on the government farm would buy his own farm—start him farming along successful and scientific lines. It is not enough to see the inevitable evils which are bound to result from intensive farming. We must make them impossible.

Canada wants men for the soil first of all. Coal, iron, silver and gold can be extracted from our mining regions later on. The cultivated farm is our only source of permanent wealth. Our advertising commissioner must interest farmers and farm laborers in our country. Once we're growing all the wheat and fruit and raising all the cattle we may turn aside for relaxation and rip precious metals and jewels from the bosom of our old mother.

Common sense advertising abroad will develop this half continent quicker than dreamy statesmen suppose. Breeding

Marathon runners is not just the kind of world publicity we want. Let us go after the men we require and tell them in the simplest language possible the opportunities our country offers to all strugglers.

There's another thing advertising would do for us. It would make Canada's rugged beauty spots the summer resorts of the world. Enthusiastic and sane advertising will some day build a great white city and playground on the southern shore of James Bay. American tourists will prefer the cool waters of the inland sea to voyaging across the Atlantic, and health-seeking and vacation-loving Europeans will spend a month in this northern city—get the habit and declare it good.

Live advertising on the part of our big transportation companies would turn the tide of tourists northward from the States and westward from Europe. Canada might be justly advertised as the world's best summer resort, but what doth the foreigner know of the wild grandeur of our land, or the invigorating qualities of our climate?



Advertising tells the merchant what the salesman forgets to mention.



Advertising makes the merchant respect the firm and the salesman.



Advertising cements the friendship between the house and the merchant.



Advertising supports the salesman in his statements to the merchant.



Advertising increases the volume of the order which the salesman can secure in person.



The man who tries to conceal faulty goods by extensive advertising reminds me of the farmer who put his trousers on backwards to take the bag out of his knees. All he got was two more bags—and he had to pay a tailor's bill at that.



An Oklahoma girl advertised for a husband and got him. The total expense for advertising, wedding outfit, etc., was \$11. He died within a year, leaving her an insurance policy of \$10,000. And yet some people claim that it doesn't pay to advertise. Wouldn't it pain you?

Current Advertising

In the summer the consumer's fancy gaily turns to luxuries and light beers and the experienced advertiser is wise. The O'Keefe ad is a good sample of Canadian advertising. It proves one thing, viz., that the Dominion brewers do not need to import copy. The Regal Beer ad is not as strong as some Regal advertising we have seen. Perhaps a bottle of this fine beer may make a poet out of a copy writer—although Shakespeare has informed us that the poet is not made, he just happens.

Merited Popularity

R-E-G-A-L Lager heads the list in popular demand,

It's discriminating users you will find on every hand,

And the reason why it's popular, you can quickly ascertain,

Just order from your dealer now, and you'll order soon again.

Regal stimulates digestion, without reaction; improves one's nerve-force, without causing addiction; nourishes greatly without taxing the system; and is better for you than people think today. Just try it.

Regal

(Spell it backward)

Emilias* Brewing Association, Limited, Emilias
TORONTO DISTRIBUTORS:
141 Berkeley Street. Phone Main 3681.

Three Famous O'Keefe Brews

O'Keefe's "Pilsener" Lager—the real old German "Pilsener." Brewed as they brew it in Pilsen, of the finest hops and malt and pure filtered water. O'K "Pilsener" is the Beer with a Reputation—*The Light Beer in the Light Bottle.*

O'Keefe's Gold Label Ale is the connoisseurs' delight—a rich, creamy old ale—full bodied—and marvellously tasty.

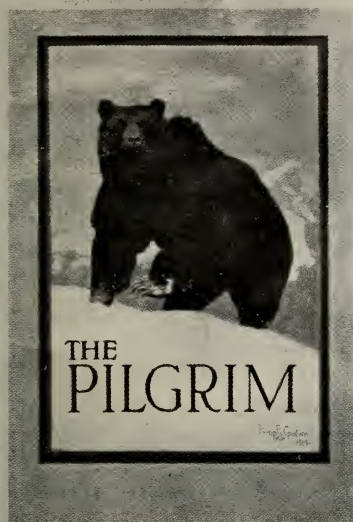
"Perfection in liquid form" as one enthusiast called it.

"The Beer That is Always O.K."
Sold Everywhere.

O'Keefe's Special Extra Mild Ale is for those who find ordinary ale too heavy and too bitter. This special brew is fine and delicious in flavor, but being extra mild, never makes you bilious.

Both "Special Extra Mild" and "Gold Label" Ales are in Crown Stopped Bottles.





"The Pilgrim" is an artistically produced story book. Just why some manufacturers are diffident about injecting some human interest into their advertising is hard to explain. The Dominion Cartridge Company, Limited, Montreal, deserves credit for this departure. "The Pilgrim" is an entertaining story—better than many appearing in our popular magazines. A copy of this booklet should be secured by all sportsmen. The company will mail it free on request.

"Eastlake" Metallic Shingles is a strong reason-why production. Major Thorn, the enterprising managing director of the Metallic Roofing Company, Limited, firmly believes in substantiating all claims made for the superiority of his product by actual proofs. The facts are stated interestingly in this artistic booklet.

Ryrie Bros.' advertising is always timely and striking. Some of this firm's copy is also exceptionally strong.

The E. W. Gillett Company is one of Canada's strongest and most aggressive advertisers. This company's copy is invariably terse, crisp and impressive and in keeping with the house's reputation for high standard products.



That a merchant tailor can advertise his business has been amply demonstrated by Frank Broderick & Co.. Mr. Broderick fully realizes that the only sure and certain foundation for a successful advertising campaign lies in the perfection of the product. The remarkable value of the Broderick Business Suits at \$22.50 has done much to make the advertising man's job an easy one. The big merchant tailor conducts a large mail order business—Broderick Business Suits being worn from coast to coast and preferred by particular dressers amongst the business men of New York and Chicago as well as London, England.

A
\$10.00
Gift



One cannot err in selecting a piece of "Ryrie" Cut Glass for a Wedding Gift.

Especially desirable for such a purpose is this Water or Lemonade Jug.

It is cut from brilliant crystal glass—the cutting is deep and perfect. The capacity is 2½ pints.

Ryrie Bros.
Limited
134-136 Yonge St.
TORONTO.

MAGIC

Used by the best Bakers
and Caterers everywhere also by Chefs in the large hotels and on Dining Cars, Steamships, Steamboats, etc.

It is wise to use food products that are produced in clean factories.

E. W. GILLET CO. LTD.
TORONTO, ONT.

BAKING POWER

INDIVIDUALITY IN CLOTHES

Lord Chesterfield, the best dressed man of his age, gave this advice to his son: "Dress yourself fine where others are fine; and plain where others are plain; but take care always that your clothes are well made and fit you, for otherwise they will give you a very awkward air."

Who's your tailor?
Your Clothes must be well made. They must be tailored to fit you if you desire to obtain all the advantages of a well-dressed man. Factory-made clothes are all very well for lounging suits in idle hours, but business hours demand a Business Suit—a Suit carefully tailored by men who thoroughly understand the art.

Business men—YOUNG men especially—cannot afford to wear factory clothes for the simple and conclusive reason that the best of factory clothes fall short of the high standard of Broderick's Business Suits—although they cost more. No ready-to-wear manufacturer—and do not be deceived by fancy names—can mould a Suit to your individuality—a Suit that will enhance your personality, and he knows it.

Broderick's Business Suits have not become the standard for business men all over Canada by any mere chance. More than that, Broderick's Business Suits are worn by particularly dressers among business men in New York, and in London, England.

The wide and unparalleled popularity of Broderick's Business Suits did not just happen. Mr. Frank Broderick visits New York, London and Paris regularly, and all the knowledge that can be acquired in these centres of fashion are embodied in our stylish "Business Suits" at \$22.50.

That's why our Business Suits are such just expressions of the latest mode—but that's not all.

Every inch of material—fabric and trimmings alike, whether it's worsted, tweed, or pure mohair dyed Serge—must be absolutely shrinkproof. Our reputation demands rigid inspection. That means the elimination of faults.

The shrink is taken out of our stitching materials scientifically, and it stays out.

Our cutters are the highest salaried experts in Canada—our Business Suits are tailored by specialists to fit you—and your type. The shape, style and fit are absolutely guaranteed, because they are tailored into the very texture of the suit—not pressed into it by the flat-iron.

The Special Sale means that you can secure any of our Business Suits—Worsted, Tweed, or Serge—\$25, \$20, \$35, \$38, \$40

At \$22.50

under our legal and binding guarantee to promptly refund your money if you are not absolutely satisfied in every way.

N.B.—Out-of-Town Customers Promptly Supplied with Samples and Measuring Chart.
Absolute Satisfaction and that alone seals a sale at Broderick's

FRANK BRODERICK & CO.
113 King Street West, Toronto

Pessimists and old maids find their solace in thinking of what might have been—conclusive evidence that neither will ever startle the advertising world.

The National Drug and Chemical Company of Canada, Limited, does the proper thing and does that right when it comes to publicity. The street car card here shown is exceptionally good, as all the advertising of this progressive concern is.



The non-advertiser is bound to pay for the advertising of his competitors, i.e., ultimately. Prestige perches on the banner of the man who is not afraid to back up his quality claims by aggressive advertising.



“Cheer up, faint heart and cease repining”

For behind that copy the dollars are shining.

And that reminds us that the dollars are going to show their susceptible shimmering a deal quicker if that copy has something of the sunshine in it. Lots of things open up to the sunshine that otherwise seek the shelter of their shells.



Plagiarism in advertising may be considered as a delicate compliment to the originator, but nevertheless there is mighty little of the Christian spirit extended to the plagiarist. The “delicate compliment” might be returned as that of the Kentucky colonel, who was “paying that niggah ah compliment, suh, when we strung him to that tree, suh! He shud have been buhned, suh!”



The school ma'am was young and pretty and she had some big boys, among them one named Johnny Jones. One afternoon Johnny tried an experiment.

“Johnny Jones, did you write that?” cried the angry teacher, surveying a notice on the blackboard which read: “Johnny Jones can kiss more girls than anyone else in this room.”

“Yes'm,” said the imperturbable Johnny.

“Well, sir, you may stay after school to-night,” commanded the school ma'am.

“I tell you, fellows,” said Johnny to his companions as he joined them after being “kept in” a half hour by the pretty school mistress “it pays to advertise.”

Successful Underwear Advertising

The first of two Articles on this Subject. Fundamental Essential only discussed. A Definite Campaign will be mapped out and illustrated in August issue. By T. J. S.

“THE easiest way in the world to drop a fortune is to start manufacturing a line of goods equal to some and inferior to most similar lines already on the market.”

These words of a well-known Canadian manufacturer prove the truth of the practiced advertising agent's contention, viz.: that the only solid foundation for a successful advertising campaign is good values. The goods must be worth the price—bargains at the price.

Let us take the manufacturing of underwear. There's money in the business. The success of progressive, well officered concerns proves that much. But unless the new manufacturer is determined to produce an A1 brand of underwear and knows how to do it his chances of making any marked success are mighty slim. The big men in the business have up-to-date plants, they have capital and they know how to manufacture first-class underwear. A fair and impartial analysis of their products will convince men who know that they have reduced the underwear industry to something very near an exact science. More than that their immense turn-overs enable them to market first-class garments at reasonable prices. Their command of the situation and the knowledge the consumer has of the merits of their merchandise allows them to fix a price for the retailer from which there is seldom any variation.

The man who starts manufacturing underwear to-day, unless he can command unlimited capital, must be prepared and know how to produce as good garments as any on the market. It will be a surer thing for him if he can produce better garments—if somehow he has discovered causes of underwear defects and knows how to overcome them. This would practically give him

his own—if not a secret process of manufacture, and make his success all the more certain.

It may be argued—it often is argued that advertising men have no good reason to pry into manufacturing processes—that our business is to produce readable commercial literature based on the claims of manufacturers, regarding their product. That's very plausible, but quite illogical. Because it is utterly impossible to plan and carry out an effective advertising campaign based on claims that advertising men do not understand or that may be absolutely absurd. Effective advertising demands verbal or written proofs of all claims made for any product. The intrinsic merit of the goods is the rock foundation of successful advertising.

There may be more than one or two unknown manufacturers in Canada making good underwear, perhaps better garments than those widely known because systematically advertised. Wholesalers may have contracted for their output years ahead. The mere fact that the jobbers carry their goods in fairly large quantities is some evidence of their quality. But the manufacturer who does not try to stimulate business—create an actual demand for his goods is not in harmony with the conditions governing twentieth century success. The jobber is seldom a business creator. He supplies the normal demands for his various lines in a mechanical fashion; but the maker, who imagines that the jobber's travelers give special attention to his lines is simply deceiving himself. The manufacturer's product may be only an insignificant part of the goods carried in the salesman's five or six trunks. The drummer may not have any special reason for exploiting our underwear manufacturer's goods and he certainly has no time to make a careful study of the merits of particular lines. The average manufacturer who is doing a business of \$100,000 a year through jobbing houses, can create a business of a quarter of a million annually in a very short time. It would be absurd in the extreme to blame the wholesaler because he is not doing a maximum business. And it would be just as foolish for the manufacturer to break with the jobber and organize a selling force of his own. Judicious advertising is the more economical and effective way. If the manufacturer can so advertise his goods that the retailers of the country will demand them he is on the road to success. The battle of business is never won. It is only waged successfully and unsuccessfully.

The average manufacturer is not rich enough to take chances in the jobber's hands—he is not rich enough to allow his goods to make their own way into popular favor.

The manufacturer's business does not end with placing a superior line of goods in the hands of the jobber. That's just the beginning of his struggle for commercial existence. He will certainly please the wholesaler by arousing a lively interest among retailers for his goods. The retailer cannot afford to forget to stock a brand of goods his customers are asking for. Here we have the groundwork of a practical advertising campaign—a campaign that has demonstrated its effectiveness again and again. And our system of distribution will have to change completely before its essentials can be reasonably considered over old.

THE FIRST MOVE.

Notify the dealer of your intentions. That's the first move in a judicious advertising campaign. When you must choose between the retailer's cordial cooperation in the marketing of your goods and forcing him to carry them it is good commercial sense to adopt the first policy. Use trade papers or direct appeal stuff—but get in touch with the dealer—tell him what you are going to do. Make him your cordial ally. Don't act towards him in such a manner that he will cheerfully declare "This brand is just as good as Smith's brand of underwear—in fact a little better than Smith's." His customers know him socially. They meet as friends. And your first step in an advertising campaign is to secure the ready co-operation of the retailer.

Right here we touch a too frequently weak spot in advertising to the trade. Ads meant to interest the dealer should be carefully prepared. It is absolutely futile to tell him that your underwear is pre-shrunk, that it doesn't scratch, that there's quality in every thread, that it is an all quality underwear, that delicate women like it, that it is a fitting garment for the new-born babe, unless you advance reasonable proofs of all claims made.

It has been the privilege of the writer to talk with the best copy men on the continent. The majority of them are knowing fellows, but just why they should imagine that the retailer knows nothing about anything that isn't in the shape of a dollar is hard to explain. Of course the general opinion of copy men in this particular is all wrong. The averagely successful retailer is just as able a man as the average copy writer. The former is compelled by the hard conditions governing success in his business to question all things. He must reason out things for himself. He certainly cannot afford to stock goods on mere claims. Salesmen make about the same claims for all similar lines. The retailer

must enquire, analyze, judge. And he has done and does all these so successfully that trade-paper advertising has not one-third the preference-creating power it should have.

The value of a class publication is utterly and completely determined by the copy. Trade paper space should be as valuable as any sold for the simple reason that there is little or no waste circulation. If a capitalist were to invest a considerable amount of money in a lot of land in the business section of either Toronto or Montreal and let that one lot remain vacant he would resemble the man who buys trade paper space and fails to use it judiciously.

The manufacturer should regard the retailers members of a big jury called upon to decide on the value of his wares. Every feature or process about his manufacturing that will help this jury to decide in his favor should appear in his advertisement.

The advertiser should reason out the why of his advertising. It is not likely that merchants knowing all about the value of YOUR goods will read your advertising. As a matter of fact you bought the space to reach the men who do not know. They want reasons for all the claims you make for the perfection of your underwear. They will not stock any line of goods on mere claims.

It is well to emphasize the point that the merchant's commercial existence depends almost solely on his buying judgment—his analytical ability. And despite this fact, the ads placed in trade journals are almost all void of reason-why copy. They would not hold the attention of the most persistent ad reader on earth. Much less would they compel the attention of a man who is accustomed to analyzing thoroughly any business literature he may read. A series of ads about any good brand of underwear should be nothing more or less than a strong connected story exploiting the reasons for the perfections of the brand advertised. Using the same headline throughout a series is no grave mistake. On the contrary, it may be good business. The headline should possess specific value. It should practically play the same part as the title of a serial story in a popular magazine. The degree of success attending a series of trade paper ads will be in exact ratio to the reasonableness of every chapter in the story. Your advertising—especially your trade advertising—is simply a serial story telling in plain, forceful language the reasons you have for believing in the superiority of your goods. It pays to talk sense to the trade.

The next move in the underwear manufacturer's campaign should be the arresting of the consumer's attention. The individual consumer is only going to believe in the superiority of one

brand of underwear at a time. What he'll think about yours must be primarily determined by your advertising. Then it's up to your garments to better your arguments.

Above all things, the new advertiser should remember that ad readers are, generally speaking, the most intelligent people of a community. The mere fact that a man reads ads is sufficient evidence that he is looking for good values—the best his money will buy. That man wants the truth. Claims of superiority are only good when backed up with sound reasons.

Suppose we analyze the attitude of the ad reader towards advertised goods. A brief, common-sense dip into the psychology of advertising may be illuminating. Do not let this word “psychology” startle you. The terminology of science applied to advertising has frightened many experienced men away from works which we can hardly help believing they would have pronounced valuable after a little study. We do not wish to appear ultra scientific and as far as possible we will eliminate the terms of science. Psychology is the science of mind—a study of the mind's working—its attitude towards all that concerns it. The dictionary gives more exact definitions of the word psychology, but this is the only definition that concerns us. What then is the general attitude of all intelligent readers towards all advertising? The ad reader is simply an investigator of the values of merchandise. Our grandfathers investigated a merchant's or manufacturer's goods in the shops and stores of the world. They went to the merchant or manufacturer to find out things. Now the seller approaches the buyer through advertising. The ad man who knows his business not only appeals to ad readers, but he also creates them. He has a story to tell the general public. He must know how to attract and hold the attention of his readers.

First of all, an ad. must be reasonably attractive. This demands the use of a headline, or illustration, sometimes both. Once our story has attracted the eye the next essential feature about it, as effective advertising, must be readability. An ad. may be strong and convincing, but if it is not easily read its strength might as well be weakness. Avoid all picturesque type in advertising. The averagely intelligent man knows how to weigh your words but he knows nothing about the art of printing. You may grow eloquent over a piece of artistic printing, but keep it out of your advertising. Use clear-cut standardized type, just the kind your readers are acquainted with. Type faces that delight the heart of a printer very often weary the eye of the man who reads advertising. Our ads must be reasonably con-

vincing as well as attractive and readable. Look upon all ad readers as skeptics. When they are not skeptical they are cool, impartial analysts. Unless you control a monopoly assume that you have to prove the value of your wares. The ad reader is an open-minded gentleman. If your claims are absurd they may weary or entertain, according to the mood of the reader, but they will not sell goods. If your claims are true and strong and not backed up by reasonable copy they might as well be weak and insincere. The ad reader is gifted with a certain amount of patience. The fact that he exists proves it. He may not want your goods to-day, or to-morrow, but if your advertising is fairly eye-catching and interesting—if it is a careful statement of your values—he *will* want your goods. No progressive manufacturer would employ a salesman who could not talk reasonably and convincingly. The drummer's success depends on his personality and reasoning powers. The freak ad., like the freak salesman, may make a hit now and then, but neither is a general winner. The man who reads an underwear ad does so because he wants underwear or because the ad. is attractive and reasonable enough to merit his attention. Comfort, quality, durability, the best value for the money—these claims will appeal to him just as far as they are proved. He knows that his dollar bill contains one hundred cents, but he does not know that your garments mean underwear quality, durability, comfort and value unless you prove these things. Another manufacturer's ad may appear in the same paper. Your competitor may make only one claim, but if he gives reasons for it his one claim is liable to overshadow your four claims as far as underwear goodness is concerned.

We have hardly done more than introduced the subject. The second article for the consideration of the underwear manufacturer will appear in the August issue. It will be definitely illustrated—a specific outline of what experienced advertising men believe a successful underwear campaign should be.

✱

The vigorous and judicious advertising of our domestic products will destroy the popular illusion of the superiority of imported goods quicker than anything else. Of course we must make very certain that our manufacturers will compare favorably with the best imports.

✱

Bernard Shaw said, "Who is Hall Caine?" A pretty bit of advertising in that association with certain stellar objects often brings a reflected light to lesser luminaries; and our friend Bernard may be depended upon to gather in any stray light, reflected or otherwise.

The Christie Girl

The Christie Girl is the symbol of biscuit purity, perfection and quality. She is a representative of the 300 girls employed in the brightest, cleanest and most modern biscuit factory in all Canada.

Christie, Brown & Co. had its inception in 1850. Forty-nine years later it was incorporated under its present style of Christie, Brown & Co., Limited, with a capital of \$500,000. It is to-day the largest biscuit manufacturing firm in Canada. Its travelers cover the Dominion from ocean to ocean, and the product of its factory is carried in stock by the wholesalers of all the chief commercial centres. Besides this the firm has its own distributing branches at St. Charles Borromeo street, Montreal, and Dalhousie street, Quebec. During the last few years the firm has also given some attention to the export trade and its efforts have met with considerable success. All biscuits for the export trade are packed in hermetically sealed tins.



The head offices and factory of the firm occupy the greater part of three sides of the block bounded by Duke, Frederick, King and George streets, Toronto, the chief frontage being on the first-named street. One section of the factory is five stories and cellar and covers an area of 265 feet by 130 feet, and the other, now under construction, is six stories and cellar, with a frontage of 56 feet by 91 feet. The total floor space is 242,372 feet. The whole of this large factory is devoted exclusively to the manufacture of biscuits, cakes and puddings. The employees number nearly 600.

From its very inception the firm has rested its claim for business on quality, and in pursuance of this nothing is permitted to enter into the manufacture of its product that is not the best that money can procure. Even after that, every batch of goods is subjected to rigid inspection before being shipped to customers. Proof of success is not confined to the firm's domestic and foreign trade. It is to be seen as well in the numerous

A Rational Advertising Campaign to Cover Canada

WILL BEGIN WITH AND RADIATE OUT FROM

The Globe

The readers of THE GLOBE are the solid citizens of this country, the men and women with money to spend for value in return, the citizens who place quality before mere cheapness.

THE GLOBE has the largest circulation of any morning and evening paper in Canada.

THE GLOBE has the highest class circulation of any paper in Canada.

The Edinburgh News speaks of THE GLOBE, Toronto, as "perhaps the ablest of our Colonial newspapers, and certainly the most influential newspaper in Canada."

Advertising in THE GLOBE makes for permanency of reputation, of connection, of growth on the part of the advertiser.

Don't delay your advertising until your rivals have taken the cream off reviving business.

Begin now. Consult with us.

Circulation
for 1908
54,748

THE GLOBE
Canada's National Newspaper
TORONTO, CANADA

Circulation
for 1907
50,957

awards it has secured at home and abroad in competition with other manufacturers of biscuits.

The firm believes that cleanliness is a factor in determining quality, and every precaution is taken to ensure this, a laundry being on the premises equipped with machinery and staff for washing the clothing of the employees. There are also baths and wash rooms for the employees. Naturally, with such care exercised as this, the cleanliness of the factory and the employees is manifest in a marked degree.

Since the New Year this progressive firm has carried out an aggressive advertising campaign in the principal cities and towns of the Dominion with the exception of Toronto. We are safe in predicting that if the Christie advertising portrays the perfection of the product—if it even becomes anywhere nearly as good as Christie Biscuits—the big manufacturers will corner a bigger market than even their best friends anticipate.



Advertising brings orders when the salesman is not on the ground.



Advertising insures for the traveler a respectful hearing when he arrives.

30,000 Circulation.

THE FARMER'S ADVOCATE AND HOME JOURNAL

Is regarded by all to be head and shoulders above all competitors.

We furnish subscribers with the brainiest journal of its kind, and have the confidence of our readers and advertisers alike.

Our subscribers are wealthy, the model farmers in every district; what they purchase, others will purchase likewise. Get after them.

THE WILLIAM WELD CO.

LONDON,

CANADA

Canadian Collier's is a Family Affair.

IT APPEALS NOT SOLELY to men, or solely to women, but holds the interest of every member of the household. It combines the timeliness of a good newspaper with the serious thought and lasting influence of a monthly magazine. It informs and educates as well as entertains. That is why the entire family is interested in it.

The demand for most merchandise originates in the household, in the family. It is but logical, then, that those merchants who have used our advertising columns have found Canadian Collier's a most potent medium for selling goods.



E. C. PATTERSON

Manager Advertising Department
NEW YORK BOSTON CHICAGO

A. H. BLIGHT

Canadian Advertising Manager
47-51 King Street West
Toronto.

**A Proclamation for the consideration of Canada's
National Advertisers**

SPECIAL FALL NUMBER

THE HOME JOURNAL

Advertising agents—like doctors—differ on some points, but every far-sighted advertising man will tell you that **THE HOME JOURNAL** is, without exception, *the best business bringer in Canada.*

Special articles are being prepared and illustrated for our Special Fall Number on the following subjects: House Plans, Music, Table Appointments, Short Cuts in House Work, Home Furnishings, Embroidery, Gardening and other interesting and seasonable topics for women and the home.

There are strong reasons why you should start your fall campaign by using advertising space in our Special Number. Leading manufacturers and merchants *have already reserved space* because they *know* that The Home Journal readers are the best buyers of first-class goods in Canada.

The circulation of this special number is *guaranteed to exceed 35,000*. That means that 210,000 intelligent prospective customers are apt to read your selling story for a month or more.

Start your fall campaign in our Fall Special and you are assured of success.

First forms go to press August 5th.

Last forms go to press August 14th.

But—get your copy in soon to make sure of good position.

Only one rate—same to all—10c flat per agate line or \$1.40 per single column inch. Sample copy forwarded on request.

W. G. ROOK, Advertising Manager.

THE HOME JOURNAL
59-61 John Street, - Toronto

COBALT

Now is an especially good time to concentrate your fire on Cobalt.

“Cobalt is one of the richest and most famous mining camps in the world. Over thirty mines are shipping silver ore and the indications are that it will produce a large share of the world's silver for years to come.” There are 25,000 people in Cobalt and the surrounding mining district, and more are pouring in. The

DAILY NUGGET

will carry the story of your goods to everybody in this rich and famous mining camp at a minimum cost. Since the big fire of July 2nd, the people are buying more of the necessities of life than ever before. THE NUGGET is the *only daily* paper in the Cobalt district and has a guaranteed circulation of 10,000.

Now's a good time to boost your trade in Cobalt.

Rates and full information on request.

The News—Toronto's Home Paper

Goes into **75**⁰/₀ of the

Post Offices in Ontario Daily

**The most publicity at the least cost of any paper
published in Ontario**

The Hamilton "HERALD" (Canada)

THE HERALD

is the Pioneer One Cent Newspaper of Hamilton and is read in THOUSANDS of Exclusive Homes besides reaching all the readers of the Political Organs.

*ALL THE NEWS
ALL THE TIME
FOR
ALL THE PEOPLE*

makes the Herald the

People's Popular Paper

The Herald is the only Independent Newspaper in Hamilton, and covers the city thoroughly. The Herald is read daily in thousands of prosperous homes that never bother with any other Hamilton publication. *It pays to be in the Best always.*

The Western Home Monthly

The Popular Magazine of the Canadian West

Guaranteed circulation over 35,000.

Covers the mail purchasing homes of Western Canada more effectively than any other publication.

The West is a land of distances, where mail order facilities are taken advantage of more than elsewhere. Are you getting your share of this desirable spot cash business? Permit us to suggest that you interest the West through the WESTERN HOME MONTHLY—the *peoples' popular magazine*. It will render prompt and profitable service at a minimum of cost.

The "Western Home" carries more keyed advertisements than any other Canadian magazine, because it has stood the *only recognized test*—it has always

BROUGHT RESULTS

Many of the largest users of Canadian magazine space assure us that the Western Home Monthly is the first essential in Western advertising. It is worth testing, and we are satisfied that future business should be governed by results.

More advertising patrons than any other Canadian monthly, and every patron pleased.

Rates

Single insertion, 15c. per line (agate).

1,000 lines and over (to be used within one year), 12½c. per line.

SPECIAL POSITION, when available, 25 per cent. extra.

14 lines to the inch.

180 lines to the column.

720 lines to the page.

Published first of month. Forms close 20th preceding month.

THE HOME PUBLISHING CO., Publishers

Winnipeg

- - -

Canada

**Letters from
Experienced
Advertisers
No. 7.**

PREVIOUS LETTERS:

1. Pedlar People, Oshwa.
2. H. O. Mills, Buffalo.
3. Lever Bros (Sunlight Soap)
4. National Cash Register.
5. Page Wire Fence Co.
6. Dominion Automobile Co.

The Brantford Starch Works, Limited,
Brantford, Canada.

Oct. 21st, 1907.

H. Craig Dare, Esq.,
Managing Editor, "Newspaperdom,"
New York.

Dear Sir,—

Replying to your favor of the 18th inst., we beg to say that we are quite satisfied with the services rendered us by the J. J. Gibbons Advertising Agency of Toronto. We have found their suggestions regarding copy, the make-up of the advertisements, and their ideas in connection with the wording, very valuable, while the completeness with which they have attended to the running of the advertisements, has relieved us from giving as close attention to advertising as we would otherwise have to do.

Yours truly,

The Brantford Starch Works, Ltd.

J. J. GIBBONS LIMITED
ADVERTISING

TORONTO **MONTREAL** **ST. JOHN, N.B.**
119 Wellington St. W. La Presse Bldg. Ritchie Bldg.

AUGUST, 1909

Economic Advertising

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Important Essential. "Trade is
Good." Provincial Advertising.

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WOODS-NORRIS, LIMITED

Publishers

MAIL BUILDING,

- -

TORONTO, CANADA

3 Real Reasons

why you should advertise in the Busy Man's Magazine

1. **THE MEDIUM.** The "reading-matter-policy" of the Busy Man's Magazine is peculiarly attractive to the most intelligent class of readers. It is this: Articles of practical interest selected from the world's best current periodicals. Original articles of a similar nature by the best Canadian writers. Illustrated comment on current happenings in every field of human activity. A certain amount of exceptionally good fiction. Profuse illustration.
2. **THE CIRCULATION** is larger than that of any other Canadian magazine. It is growing rapidly because of this: We employ a staff of **seven regular** subscription canvassers **on salary**. They travel about the country from Halifax to Vancouver, soliciting subscriptions and appointing **local agents** who are paid liberally and are encouraged by special correspondence from the head of the Subscription Department at the home office. **200 active local agents** are at present working on Busy Man's Magazine. And, in addition, we carry on an active campaign among the **newsdealers**.
3. **THE SERVICE.** We maintain an Art and Ad Writing Department for the use of advertisers. This department will **write your copy** and **illustrate** it with special designs, charging you only the actual price of engravings. Result—By advertising in the Busy Man's Magazine your advertisement reaches a greater number of people—and people of the **best** class—than it can in any other Canadian publication. At the same time, if you desire it, your **copy** is prepared by **trained men** who make a specialty of producing strong, attractive, resultful advertisements.

WRITE FOR SAMPLE
COPY AND RATES.

The Busy Man's
Magazine

10 Front St. East
Toronto.



Space or advertising ?

Do you realize when you sign a contract for so many inches to be used in a publication that it is just inches of white space you buy?

You may imagine you are buying advertising.

But you're not.

It's just white space.

Now, do you realize the importance of what goes into that space?

Will it be pretty pictures, piffing platitudes or Printed Salesmanship?

Upon your decision depends the results you get from your investment.

The Gagnier Advertising Agency has proven to a number of Canadian advertisers that the salesmanship that they give to the printed word brings greatly increased returns.

We would like to give you the same kind of proof.

THE GAGNIER ADVERTISING AGENCY

Saturday Night Building : : : : Toronto.

30 Years continuous business in the City of Toronto, as **ELECTROTYPERS STEREOTYPERS**

**DESIGNERS, ENGRAVERS AND MANUFACTURERS
OF NEWSPAPER READY SET PLATES**

Is Our Record

We have amongst our many clients such firms as the following, who are extensive users of Advertising plate made by us.

T. Milburn & Co.

Edmanson & Bates.

Royal Baking Powder Co.

J. J. Gibbons, Ltd.

Woods-Norris Ltd.

Dodds Medicine Co.

World's Dispensary.

Scott & Bowne.

C. H. Fuller Co.

Mahin Adv. Agency.

Long-Critchfield Corporation

This record speaks for itself and is a sufficient guarantee of the quality of our service. Quotations cheerfully given.

AS A NEWSPAPER

Advertising Agency

We are fully prepared to give estimates and place advertising to our clients' entire satisfaction both as to rates and service. We have for years handled the advertising appropriation of many large Canadian firms. Estimates furnished on receipt of full particulars as to space, etc.

The Central Press Agency Limited

F. DIVER, Manager

Head Office: 70-76 Pearl St., TORONTO

**Branches: 107 St. James St., MONTREAL, and
175 McDermott Ave., WINNIPEG**

FOUNDED 1880

The Toronto World

MORNING and SUNDAY

The oldest one cent morning paper
in America.

The brightest and most generally
read morning paper in Canada.

Sworn Circulation

Average Daily Circulation from
Jan. 1st to July 1st, 1909. .**44,216**

Average Sunday Circulation from
Jan. 1st to July 1st, 1909. .**47,000**

All the big advertisers use its
advertising columns because it
pays. *Get our latest Rate Card.*

The World Newspaper Co'y, Toronto

Your Advertising Pays==But

Are you getting the maximum returns for your investment? Get down to hard business facts. Cut out all guess-

work. Every dollar chalked up for advertising should be an investment—not an expenditure. Which is it in your case?

An effective advertising campaign has two big concrete essentials. First, a selling plan built to fit the *specific needs* of your business; and second, copy brimful of human interest and selling arguments.

WOODS-NORRIS LIMITED is an organization of practised advertising men. We have planned and carried out many successful advertising campaigns—solved business problems very similar to yours. It is more than likely that our economical methods would meet with your approval.

A point worth considering: We guarantee you a personal service from the moment we take charge of your account—a personal service that eliminates waste and useless effort in a hundred and one details.

We believe that it would pay you to investigate our methods. Then—you're the judge.

WOODS=NORRIS Limited

Mail & Empire Building - Toronto

A Monthly Magazine published in the interests of Canadian Advertisers.

Economic Advertising

T. Johnson Stewart

Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	\$20.00	\$110.00	\$200.00
$\frac{1}{2}$ page	12.00	60.00	120.00
$\frac{1}{4}$ page	7.00	36.00	70.00
Subscription price, \$1.00 per year, 10c. the copy.			

Vol. 1.

Toronto, August, 1909.

No. 12.

Straight Talks

JOHN E. KENNEDY'S LATEST.

NTENSIVE Advertising."

“That’s the new synonym for John E. Kennedy, the word-wizard of the advertising profession.

Several years ago Mr. Kennedy startled the advertising world by his famous series of articles on "Reason-Why Copy." That series was discussed and debated wherever and whenever publicity experts congregated. Up till yesterday it was the most notable contribution to the science of advertising. To-day it is eclipsed by Kennedy's latest production—his already famous series of articles on "Intensive Advertising."

Realizing that it would be unfair to the author and his publishers to reprint one or all of his latest series, we have asked him to secure for us the Canadian publication rights. Mr. Kennedy is doing his best to favor us and we have reasons for believing that he will succeed. Because we cannot discuss "Intensive Advertising" intelligently with our readers, or with fairness to the author, without reprinting the whole series in this issue, we turn from Kennedy's philosophy of advertising to the man.

"Reason-Why Copy." Everybody knows that *that* series was John E. Kennedy concentrated. "Intensive Advertising." Kennedy again—a potent, concentrated tonic of Kennedy's mentality—a clear and penetrating portrayal of advertising things as they really are.

"The style is the man." That's a favorite phrase of professors of literature. And no writer alive has managed to so thor-

oughly stamp his personality on his style as John E. Kennedy. From what I can gather from mutual friends—I have never met the author of "Intensive Advertising" personally—the very soul of Kennedy permeates his stuff—breathes from every line.

We may infer several facts from Mr. Kennedy's style—his copy. This man is at once an enthusiast and a logician. His enthusiasm is void of fanaticism. He never dogmatizes. His logic is never irrelevant. It is always masterly. He plunges into his subject with his whole heart and soul; but his belief-inspiring ardor is always guided by a clear, critical intellect. Kennedy has a positive genius for swift and vivid analysis. He arrives at his conclusions with the velocity of a rapid firing gun; but there is no mistake or varying from his logical exactness. He arrays his short incisive phrases and sentences pretty much as an expert tactician arrays his battalions on the eve of battle. The wonder is not that his copy actually sells goods. It would be marvellous if it didn't.

John E. Kennedy is typical of the advertising men manufacturers will be compelled to employ fifty or a hundred years after this. A denser population will mean keener competition in every line of business. Keener competition will demand the minimum selling cost and the practice of Intensive Advertising. While it will not be at all possible or necessary for copy writers to successfully imitate Mr. Kennedy's style, those of us who master his mode of reasoning will be the likeliest to survive.



COPY—THE IMPORTANT ESSENTIAL.

One cannot write, or even think, of Kennedy without realizing that copy is the essential thing about an advertising campaign. It isn't the space that counts, but the human interest and selling arguments we put into it.

We all remember how the Russian fleet came to grief in the Sea of Japan. The veriest land-lubber knew days ahead that the formation of Rojestvensky's battle fleet meant the utter annihilation of the Czar's hopes and dreams in the Far East. Although our sympathies were naturally with Britain's ally, we wanted the affair to be a battle—not mere target practice for the Japs. But the Russians steamed northward in single formation as if on a yachting party. Togo lay across the head of their line with decks cleared for action. One by one the Russian ships sailed into the danger zone. It is questionable if any two of the Czar's vessels were within effective range of Togo's battle line at the same time. As sea-fighters the Russians proved to be sorry comedians. One

by one their ships were disabled. Then the Mikado's fleet closed in on the helpless hulks, sinking all that didn't promptly surrender.

Concentrated fire won the battle of the Sea of Japan. Concentrated advertising has won the most notable commercial victories during recent years. No manufacturer is rich enough to scatter his fire over a continent. Successful advertising is successful war, and successful war is not conducted that way.

Our problem as advertising men is to eliminate waste. The choice of media should bother us little. It's how we fill the space we buy that counts. Let's analyze our ammunition carefully and place it in guns of the right calibre—the proper range. Then we may rest easy regarding the success of any advertising campaign we may conduct—if the product is right.



“TRADE IS GOOD.”

The Toronto News has been performing a laudable work by impressing that fact on the public. That journal has interviewed scores of prominent business men for the purpose of publishing the reasons for these brighter days and has succeeded admirably.

Trade simply cannot help being good in Canada just now. The manufacturers are buying more raw material—in some cases doubling their output because the greatest harvest in the history of the Dominion will be garnered during the next several weeks. The wheat crops alone bid fair to let loose \$130,000,000 west of Superior. Imagine it. That immense sum of money will burst into streams and wend its way to the remotest corners of the globe.

Good times with our farmers should make the world glad. We are safe in predicting that the different crops west of the lakes alone will set in motion approximately \$200,000,000. How many of our Canadian manufacturers are paying all the attention they should to this ever-widening domestic market? In some cases the shrewd Yankee and the clear-seeing, if conservative, John Bull can give us a few points.

Our eastern manufacturers should organize unbeatable selling forces in the West. There our large cities and rapidly growing towns will be in twenty-five years from now. Get busy. Do not let foreign manufacturers pre-empt our domestic markets. Sane, judicious and forceful advertising NOW would create a preference for domestic products in our rapidly developing West that

no amount of money invested in future advertising could ever pull away from us.

Don't forget the purchasing power of the Western Provinces when planning your next campaign.



PROVINCIAL ADVERTISING.

Tell the average business man in the city of Toronto that there is a big farm just beyond the city limits netting one hundred dollars annually per acre and he'll smile broadly. Go on and tell your friend that this scientific farmer who is now drawing \$36,000 a year, intends by intensive culture—not intensive farming, there's a vast difference—to raise his net income to \$100,000 annually inside of a few years, and you'll be considered a fitting subject for an alienist's study. Yet that farm is a substantial reality—that farmer is not dreaming. He knows how to farm—how to get the most out of his land without robbing it of its productiveness in the least degree.

Surely the reason is very plain why Scotch and English farmers worth while tarry not in Ontario. If the well informed business men of the city of Toronto do not know anything about the productivity of the soil just beyond the city limits, how can we expect the farmers of the home land to know anything about Ontario? It's a certainty that our eastern provinces must advertise systematically and judiciously. Aggressive advertising would double the population of Ontario in ten years and treble the wealth of this province. What is true of Ontario is equally true of every province in Canada.



Owing to pressure on our space we have been forced to hold over the second article on "Successful Underwear Advertising" for the September issue.



If you amount to anything in a business way, you will probably cross words with some one every day; but if you can't forget all about it by the next sunrise, you are not right with the world.



The advertiser of clothes should remember that ninety-nine per cent. of the women and ninety-nine per cent. of the men usually buy their clothes with the idea of favorably impressing other people.

The Advertising Agency— What It Has Done For The Advertiser

The Modern Advertising Agency is largely responsible for the Commercial Progress and Development of this Continent—It Saves Money, Eliminates Waste, and its Services costs the Advertiser Nothing—A Few Interesting and Instructive Thoughts on the Subject. By F. A. Rowlatt.

IT is readily admitted that the chief factor in the marvellous evolution of commercial conditions on this continent has been the modern advertising agency. Also, no commercial organization has shown such great development.

From a mere "broker" of space, the advertising agency has developed into a complete selling organization—being the connecting link between the manufacturer and the consumer.

In the past most manufacturers have concentrated their energies in developing business through the trade or dealers alone, neglecting the consumer to a great extent.

As a matter of fact, no goods are actually *sold* until they are in the hands of the consumer; therefore, unless the consumer is canvassed thoroughly and informed fully of the qualities of the various articles, it is impossible for the dealer to do full justice to the sales.

The most successful manufacturers to-day are those who have recognized this fact, and with the help of the advertising agency are making two blades of grass grow where one grew before—also increasing the business of the retailer, who, again, naturally pushes the goods that move quickest off his shelves.

By this method the trade can be more easily and cheaply covered, as larger orders will be given, and the travellers consequently can produce much more business in a given time from their respective territories, thus the selling cost can be materially reduced. The trade publications can be still more profitably used in conjunction with the consumer's campaign.

The majority of the largest manufacturers and advertisers—many having their own well-equipped and expensive advertising are using the services of an agency because they find they can do so advantageously.

To the smaller manufacturers and advertisers the advertising agency is an actual necessity, not only to secure the best results from their advertising appropriation, but to save the hundreds of dollars that they might otherwise spend in experimenting.

For several years the leading magazines of America have recognized the value of the agency in the profitable development of advertising, and have worked hand in hand with them through the medium of the "Quoin Club," which is an organization comprised of the leading magazines in the United States.

Later, the leading newspapers appreciated the results attained and are supporting the work of the agencies in many ways.

From the manufacturer's point of view, there are numerous reasons why he should use the services of a reliable agency, and *not a single reason for his not doing so.*

In the first place, the cost is absolutely nil—the agency being able to buy its space all over the country just as cheaply as the advertiser can direct, and to better advantage, whether it be newspapers, magazines or outdoor display.

Further, the agency possesses a great deal of information regarding most economical media of publicity for reaching different classes of consumers, which no manufacturer can possibly secure except through an agency.

After careful study of the conditions of the business of the individual manufacturer, the methods of marketing his products, consulting with the sales manager and travellers, the agency suggests ideas and plans for a complete campaign, with information showing what it believes to be the most profitable methods of investing the appropriation—when and how to use space either in outdoor display or publications.

The manufacturer can then carefully study the proposition from all points and make such variations as his knowledge of the business may dictate. The result of this is that the manufacturer is in possession of complete information from all sides and thus in a position to carry out a thoroughly intelligent and carefully planned campaign.

For the same reason that one calls on the doctor in case of sickness, a lawyer to conduct legal affairs, an architect to super-

intend building—the advertising agency should be called on to conduct an advertising campaign.

The majority of successful business men are by their very success debarred from being good advertising men for their own business—the chief reason being that they are so thoroughly imbued with the technicalities of the manufacture of the articles they produce; therefore, they criticise “copy” from a biased stand-point, or write it themselves in language the masses do not understand, and that only those in the trade can comprehend.

So much for “brains” or power *producing* part of an agency’s value.

In addition, there is the enormous amount of clerical and detail work which the agency does, such as making out contracts, sending out copy and instructions, checking all insertions to see that correct space and position are given, and checking and paying all accounts.

This frequently saves the manufacturer the cost of two or three clerks.

The items of postage and stationery also form a considerable cash saving that is not fully appreciated.

To sum up, the modern advertising agency can be of inestimable service to any and every advertiser, and at actually *less* than no cost.

Advertising agencies have helped very considerably in making the North American continent the power it is to-day in the commercial world.



Your advertising is not a thing apart from your business, but a very vital element of it, and your plan should fit perfectly with the selling end of your business.



In large campaigns there is need for all good forms of advertising. In small campaigns it is a matter of selecting a few mediums that are right and stick to them.



Few, if any, will dispute the proposition that the newspaper is the best medium for a greater number and variety of business than any other. But it is not equally good for all business, even though it is the main-spring of a great majority of advertising campaigns; other forms of advertising being generally considered as auxiliary. Intelligent discrimination is necessary to select properly the medium to produce a certain result.

Business and the Empire

An Analogy—The Causes of National Disintegration Practically the Same as the Causes of Business Dissolution—The Lack of Enthusiasm Retards the Progress of Business Men. By T. J. S.

THE agitation in the British Isles in favor of the maintenance of England's double standard battle fleet must be immensely interesting to every Imperialist, because the decadence of Britain's sea power would inevitably mean the dissolution of the Empire. Whether the agitation is the result of profound policy on the part of the Unionist leaders, or whether the fierce jealousy of men of the Lion breed has been aroused by the ceaseless activity in armament building across the narrow North Sea, one cannot say. It is reasonable to believe that there is more behind the agitation than apologists for a look-on policy on the part of the outlying Dominions suppose. Let us examine the causes of England's present mood. Let us find out if the causes of national hysteria and disintegration are not practically the same as the causes that make for business disintegration and dissolution.

The reader is asked to remember that we harbor no political predilections whatever. Hard common-sense business reasons that make for the stability of the Empire appeal to us forcibly, emanate from where they may.

The late Sir Henry Campbell Bannerman was too much of a logician to be much of a seer. All his dreary and dire prognostications regarding the outcome of the Boer War have been happily sepulchred with him. Good man and deductive philosopher that he was, his lack of imagination robbed him of lasting greatness. But a statesman of his ability could not preach the gospel of contentment and repose for years, without lulling the nation to sleep.

Then the rattle-brained, one and only Mr. Stead—with something akin to genius poured forth his fiery and picturesque eloquence on, about and around the same theme. In a country a little less democratic than England—the United States for instance—the too wordy William would have been lynched during the progress of the war. But—whatever we may think of Stead's queer genius on this side of the Atlantic—a considerable percent-

age of the people of Britain has worshipped him as the oracle of God. The poetic ravings of the London journalist and the teachings of the ever imperturbable Scotchman had the same effect on the nation that a hearty dinner has on a corpulent middle-aged gentleman on a hot August day. England fell asleep, overwhelmed with Scotch logic and Stead's sometimes splendid, if erratic, eloquence.

Besides, the giant among the nations was glutted with centuries of triumph and wearied of the strain alertness imposed. Powerful, rich and respected—if not feared—by peoples who envied her greatness and supremacy, the mother of our nations was easily hushed to sleep. But—there were those in England who slept not at all. Their eyes were strained in the Eastward look and for a time they watched the mighty efforts of the Germans to out-build Britain's navy in boding silence. The ceaseless clang of steel on iron at the mouths of the Elbe and the Wiser almost crossed the narrow seas and reverberated along the rock-bound coasts of the home land and England awoke with a start, like a man out of a troubled sleep. With Britain alert, we need not trouble about the solidarity of the Empire.

That is not advocating a *laissez faire* policy on the part of our self-governing states. Just as a big factory in Toronto must depend to some extent on its branch houses in Halifax and Montreal, Vancouver and Winnipeg to help in defraying overhead expenses, so England must depend on her far-flung states to help in the future maintenance of the Imperial fleet. Further, just as it takes time and money to establish a branch house, so it takes time and money to establish a nation. Years elapse before a branch house can come to the help of the parent factory in the matter of overhead expenses. Decades, sometimes a whole century, must elapse before our young nations can wisely contribute money or ships for the defence of the Empire. In times of money stringency a branch house can contribute resources to the parent factory, even though the former may not be established on the rock foundation that makes for permanent success. So our outlying nations have come to the help of the mother country in times of stress—in times when the sympathy of the world has been ranged with the Empire's foes.

Our analogy, if not apt, is plain. A nation is simply an aggregation of individuals. A business concern is that in a lesser degree. The nation has a prime minister—a chief whom the people believe can guide its destiny aright. The premier selects a cabinet. The members of that cabinet are supposed to be

capable of solving the problems of state. A business institution worth while has also a chief—a ruling spirit. Generally he is the originator of the business or is appointed president or managing director because of marked ability. Like the premier, he selects his own cabinet or lieutenants. Unlike the premier, if he is a good business man, his lieutenants are selected because of ability and that alone. Were the average president or managing director of a business institution to select his officers, as some premiers select their cabinet ministers, there would be a far greater percentage of insolvent concerns every year. Eloquence, and that alone, should be no passport to political preferment. The nations of the Empire need more sound business sense in their cabinets. If Lloyd George had been more of a business man and less of a dreamer the present British budget would have been a saner document. The Chancellorship should only be offered to men of pre-eminent business ability. A bank manager of known integrity and financial ability would make a better Finance Minister than all the lawyers the country is likely to produce, because a good lawyer may happen; but an able general manager of a big financial institution never does.

The word "politician" will likely die a natural death during the present century. Once the enthusiasm and sanity of the well informed business man penetrates and impregnates parliaments national hysteria will be catalogued with conquered diseases. A deliberate study of business and business methods by men, desirous of cabinet positions, would do more to benefit the country than all the moralizings of savants and philosophers. We want hard common business sense—a great deal more of it—in dealing with our problems of state.

The things that cause individual degeneration and national decay bring about the dissolution of business enterprises. A nation or an Empire becomes great and wealthy by the exercise of those qualities which make for good citizenship in the individual. The Greeks and the Romans of the early world had a positive genius for Empire building; but they lacked those solid qualities which make for lastingness of the British Empire.

The conservatism of the well-informed Briton is worth studying. It is really nothing more or less than cautious liberalism. Let the nation be endangered—the welfare of the Empire be threatened, and we find this, the world's most conservative citizen, adopting bold and daring policies and acting promptly.

A successful business concern is simply one of many nations within a nation. Some of our journalists prate about the high

standard of individual morality as compared with the morality of a nation. But—where there is a difference that difference is all in favor of the nation. The business man is compelled by the inexorable laws that govern commercial success to act pretty much as the nation acts. The judicious buying of raw material, the employment of skilled and high salaried artisans and lieutenants, the flinging of all one's genius and enthusiasm into any industry and the enthusing of one's employees with high ideals will make any business great. The constant exercise of the same faculties can alone keep that business great. .

Business is perpetual war. When a commercial institution reaches the point where it seems to monopolize its field it has reached its first real crisis. Most men ship their oars then and drift idly with the current. They are contented to maintain what they term a balance. They do not seem to realize that standing still is business degeneration. Yet that is a positive truth. The employee who has ceased to learn has reached the limit of his earning capacity. And the man who considers his business big enough—the man who believes that his competitors are far behind in the race for commercial supremacy is really in a dangerous frame of mind.

If I were manufacturing horse nails and had reasons for believing my product the best of its kind on the market, I would still believe that I could manufacture a better horse nail.

There is no commercial supremacy. That's a right fool's phrase that is liable to cause the next big war. We can do better. No vigorous man should admit that he has done his best work. The manufacturer should be able to better his product—the journalist his copy—the lawyer his brief—the preacher his sermon—the author his work.

There's no joy where strife is not. The complacency of some Canadian manufacturers in view of the tremendous resources of this country is absolutely painful. Silently, but with the methodical exactness of men who love their work, American manufacturers are invading the country and practically pre-empting our markets. We idly dream that our businesses are big enough—that our methods are the only excellent ones—that we can learn nothing from our shrewd Yankee brothers. There isn't a business house in Canada that is doing all the business it can do. It does not matter how successful you have been—how big your business is, you are just at the beginning of things. If you are old and decrepid we can forgive you for resting idly on your oars; but, sir, unless you have imbued others with your ideals, unless you

have solid reasons for believing that your business will grow when you're wrapped in the silent earth, you have failed to do your duty.

Play the game with all the resourcefulness and tact nature has gifted you with—play it fairly and squarely and better every day. No healthy, vigorous man has an iota of excuse or reason on his side when he retires from business. The man who slinks out of the fight is simply robbing the community and the nation of something that rightfully belongs to it—the work he is still capable of doing.

Business men coddle themselves with notions that we would never tolerate in a professional man or a statesman. We lack enthusiasm. We work for an income or salary and fail to realize that these are really side issues. It's the work that counts. The preacher who finds no joy in his work cannot compare morally with the little Italian boy who shines shoes merrily.

Get enthusiastic about your business—your work. Study the methods of your competitors—the least of these. The day may come when that little concern you now despise will make mighty inroads into the market you are supposed to have nailed down. You can't nail down trade. By keeping alert you may hold it. The other fellows have brains. Brains can interest capital. Both are the sinews of commercial war.

The causes that make for individual degeneration are precisely the same as the causes of business dissolutions—exactly the same that make nations and empires totter from their proud position of pre-eminence into second and third rate powers.

Successful commercial rivalry, or war, presupposes a skilful use of all the weapons at our disposal. Few firms realize the significance of advertising. We are just learning to use that weapon correctly. Some day we may be able to use it with unerring judgment and precision. Firms not using it at all are bound to be left behind in the struggle—will be ultimately squeezed out of existence. Just as it would be national suicide for Britain to allow any nation on earth to outbuild her battle fleet so it is commercial suicide for any manufacturer to ignore the preference-creating power of judicious advertising.

The consumer will buy your product or a similar one. And if through advertising he has learned to believe your competitor's product superior to yours it does not take a Philadelphia lawyer to arrive at the only logical conclusion.

Many of our manufacturers will continue to declare, "If we were only assured of certain results—if we only knew how much

in actual cash a given advertising investment would yield, we would advertise."

Suppose the founder of the Massey-Harris business had argued this way: "If I only knew how much in actual cash a given investment in the farm machine and implement industry would yield—if I knew the exact returns in dollars and cents I would be inclined to invest so much in the machine and implement industry." We are safe in concluding that there would have been no Massey-Harris business like what there is to-day, if that "community of interests" argued every move in that illogical way.

If you had never seen or heard of an umbrella—if the uses of the umbrella had not been explained to you and the article itself described, you would never have bought an umbrella.

Advertising familiarizes people with your product—even the old style advertising will do that. But advertising, as practised by experts to-day, does infinitely more than that. Simple, concise and plain sentences explain your product and its merits—advertising brimful of human interest—advertising that rings true will create a preference for any article under the sun. Then it's up to the product to make good.

There's a new buyer for your product or a similar one born every minute. It's the new buyer you must interest. The growth of your business—the maintenance of your position as a manufacturer depends on that new buyer and the worthiness of your product.

Wouldn't it be good common sense to apply sane business logic to advertising? It's no magician's wand. But it is the greatest factor in the development of business the genius of our commercial age has evolved.

Connect with the agency that can produce terse, incisive, impressive, business-creating copy—train your guns on the consumer and dealer alike and let the other fellows worry about the money that is wasted in advertising!



There is a great gap between the salaries some solicitors receive and the figures they say they receive.



There is one kind of so-called advertising against which the advertiser should set himself with a face of flint and a heart of adamant—and that is "scheme" advertising. The best of it is extremely doubtful as to results produced, and the rest of it simply obtains money under under false pretenses.

To Increase Earning Power For Advertisers

Being Selections from an Opinion Given to a Group of Technical Paper Publishers in December, 1908—From "Advertising and Selling." By John E. Kennedy.

"Space" is what you have to sell.

But "advertising" is what your customers think they are buying.

And "space" is not "advertising."

It is merely a vehicle for advertising, which latter should be simply, and clearly, salesmanship-on-paper.

The cost of space to the publisher has little to do with its value to the advertiser.

That value (to the advertiser) is determined largely by the human interest, information, and selling force, put into the copy that fills the space.

Manufacturers who are slow to appreciate the value of "space" are generally prompt enough in their appreciation of "salesmanship" if convinced that it can be successfully interpreted into print.

And so this is the proper light in which advertising should be represented to them.

The subject of an advertisement is usually a stale one, devoid of that live news interest which is the first essential in attractive reading matter.

This stale subject must therefore be vitalized—galvanized



John E. Kennedy.

into living-interest for the reader—before the advertiser can hope to command the attention, consideration and belief, of his audience. Before, in fact, he can reasonably expect to get his money back with a large profit on it from the space-investment.

What should it cost to produce copy of this calibre?

The editorial and reportorial cost per page, to technical publishers will provide a fair clue.

The subjects treated by editor and reporter must have novelty, news-interest, welcome information, or evident profit-for-the-reader, before the editor will sanction their suitability for writing upon and publication.

He selects the subjects his readers want to read about and are sure to be interested in. While the advertised subject, on the contrary, is invariably one in which he is himself interested, but which the average reader is quite indifferent to.

When a new invention, a remarkable machine, or a great engineering achievement, appears upon the scene, it is the province of the editor to make that the subject while it is new to his readers, and possessed of initial interest.

And the news-interest, the timeliness which suits the subject to his pen, he extracts, in large measure, from that subject before it is passed along in the course of commerce to the advertising writer.

The advertising writer must then take up the staled issue, when shorn of its novelty, and deprived of most of its news-interest.

He must "stage" that subject so skillfully as to not only compete in interest with the current reading pages (to insure a reading), but he must also develop in the reader's mind such an appreciation of the advertised article (which comprises his subject), that an active purchasing impulse will result.

If it costs \$5 to \$15 to write into each editorial and reportorial page of the technical publications enough active interest, on a live news topic, to insure an appreciative reading of the page, how much more should it cost to write that same active interest into the staled topic of an advertisement?

How much more should it cost to fill the writing of the advertisement with conviction, and with a positive impulse to buy the article advertised, in addition to the necessary news-interest?

We must not overlook the fact that it is the self-same reader whose interest is aimed at by both editor and advertiser, in the same issue of the publication. And, that the reader's appetite for reading has had its edge taken off, while his reading leisure

has been limited, by perusing the editorials and reportorial before he turns to the advertisements.

How to get that intensive kind of copy into the publications is the problem.

Publishers of technical journals clearly cannot afford to supply that kind free of charge.

Nor can they afford to refuse orders for space which will be filled with copy that cannot make good in results.

Even if they provided, or enabled the advertiser to obtain, sufficiently strong copy to insure results, that copy would be in constant danger of having the vital things in it blue-penciled out by the advertiser or his deputy.

The only way to avoid this danger, and at the same time build a proper appreciation of good copy, and good advertising, is to educate the advertiser himself upon what constitutes good copy and good advertising.

Then show him the wisdom of paying a sufficient price to secure really good copy from people who can produce it, or convince him that he should write it himself up to a standard set by the "Publishers' Club," and clearly defined in a text-book issued and sanctioned by it.

The first step toward all this naturally is to change his present views upon the unimportance of copy, and to implant, in its stead, a logical appreciation of the necessity for the best he can buy, to fill the space he buys.

The next step is to educate him up to a point where he will know good copy when he sees it, and will be able to define its constituents.

This, so he will not only insist upon having the right quality and calibre in it, but also to prevent his blue pencil from killing both quality and calibre when the manuscript is laid before him for "O.K."

The third step is to provide a "Copy Concern" from whom he may be able to buy sincerely good, and conscientious, copy adapted to technical publications, at a fair price.

Until he is able, or willing, to produce it, or have it produced, in his own office.

The fourth step is to show him why six really good, strong, convincing pieces of copy (on any one subject) rotated for a year, are infinitely more profitable to him than 52 "space-fillers," written in the total time which should have been devoted to six pieces instead of 52 pieces.

Six good pieces of copy, rotated, or at most ten pieces, are all

that any proposition needs for maximum results in a year's advertising.

The writer has tested this out, over a period of four years, on more than 35 campaigns, and has proven that repetition of copy, at reasonable intervals, does not appreciably reduce the pulling power of the advertising, and in some instances has been known to increase it cumulatively.

Every business is more or less peculiar to itself and possessed of advantages and beset by difficulties different in at least some degree from those of its competitors. It is through the study of these advantages and disadvantages that the proper policy or plan of advertising may be determined.



Uriah Heep was a great fellow to scrape and bow and smirk. Why must a stenographer say, when her attention is called to a mistake: "That is the way you dictated it?"



The man at the heart of the business is the man possessed of the information required for the determination of an advertising policy, even though he may not be able to plan an advertising campaign nor to carry on one successfully after it has been planned.



The mediums you employ should fit the different kinds of people you are endeavoring to reach and impress. And the copy should be specially prepared to fit, also. Misfit copy is a great deal more common than should be in this day of advertising enlightenment.



Select your advertising media as you buy your goods—for what you can get out of them. Lay aside as much of your prejudice as you can, for it does not necessarily follow that the medium that pleases you the most is the best to use in endeavoring to accomplish a certain result.



It is simply foolish and absurd to spend good advertising money in haphazard fashion, buying a little of this and taking a little of that, using some space now and then in a variety of mediums and dropping out of sight entirely at intervals. No good has ever come or ever can come from such ways of handling advertising.

Current Advertising

THE ad reproduced on the opposite page is not a circus announcement, but "The New Way" of advertising soap according to Lord & Thomas. That this is an effective way of making an inroad into the soap market no one can doubt. But there are other considerations—weighty considerations when it comes to creating a *permanent market* for soap or any other article.

This ad has many of the virtues of American advertising and is representative of its demerits. The copy is strong, informing, interesting and effective. It would be hard to effect an improvement on the writer's work. The news value and the human interest of this soap story are at once apparent and splendid. The artist should also be congratulated. We may assert that this full page newspaper ad did make an impression. But we are also safe in asserting that the intention of the advertiser was to make a lasting impression. The point is this: Was the market created by this full page ad worth the price? It may have been. We doubt it.

Effective advertising means the creating of a permanent maximum market at a minimum cost. I cannot imagine for a second of time that Lord & Thomas's famous advisory board used its best judgment in this case. That amount of space, properly filled, might have had a logical place as a single ad in a \$100,000 advertising campaign. As part of a limited expenditure it is nothing short of absurd. It reminds me of a powerful nation sending a huge army into a rebellious territory and promptly withdrawing that army without doing anything commensurate with its size to quell the disturbance.

There are other clear defects about this one page announcement. The big T—these two curly black strokes of the paint brush are meant for a T—is a sheer waste of two columns at least. Then we have a column and a half of white space. This because of generally accepted—if hoary—advertising dogmas. Three columns and a half of sheer waste space—space sold to the advertiser at 5 cents a line. Three hundred lines to the column—1,050 lines wasted—or \$52.50 thrown away in a single insertion of this ad in a single newspaper. Multiply this amount by the number of papers used for this single ad and multiply the answer by the number of insertions and you'll begin to realize what

Here It Is!

The Coupon Worth
10c at Your Dealer's

FREE
**Infant's
 Delight
 Soap**

FREE COUPON

This Coupon, when properly signed and presented to your Dealer any time within one week from date with 5c in payment for a cake of Taylor's Borax Soap, entitles bearer to a 10c cake of *Infants' Delight* Soap Free.

Name _____

NOTE: Only One Cake of *Infants' Delight*

Address _____

JOHN TAYLOR & CO., Limited, Toronto, Canada.

This is the Coupon—It is Worth 10 cents to You
 Only One Cake Free to a Family

Taylor's Infants' Delight

Taylor soap should do just two things—tender the skin and nourish the skin. Let us then show you how we have blended both qualities into a single cake.
 For in 43 years we have learned the secret of perfect soap—one that leaves the skin as soft and pink as an infant's. So we call it *Infants' Delight*.

The olive oil in this soap comes from the gardens of France. There we pay the highest price—often double what we might pay. But our oil is good enough to use on your table.

Then we bring coconut oil over 12,000 miles from the side of Ceylon. This oil has for centuries kept the Egyptian's skin soft and beautiful in spite of the tropical sun.

Please use a single cake—this let the results decide for the future.

Use for yourself first in bath and then a rich, creamy foam. Note how it wears as thin as a water—how it leaves the skin as soft as velvet and as smooth as silk.

Remember this it is the loveliest soap for the baby's skin. And if it is best for the sensitive, pink skin of an infant, it surely is best for your own.

You will like the dainty perfume, too. We pay over \$100 a pound for pure Otto of Rose, but it requires 1,000 pounds of rose leaves to make a 1/2 ounce.

The fragrance is simply exquisite, for it is only the sweetest of scents—the breath of a million flowers.

Taylor's Borax Soap

Here again is a soap different in every way from the ordinary—it contains borax. Where other soaps merely cleanse, this goes further—it whitens and purifies. The effect of the borax is almost magical—it is the most wonderful soap ever made for the laundry.

In this soap we use only the finest grade of coconut oil, for it lathers with greatest abundance. Then we mix in the borax which softens the water and also softens the hands.

Soft water is pure, but hard water contains mineral matters which prevent the soap from lathering. Borax makes the hardest water as soft as run water, so you require only half the amount of soap.

It cleans the dirtiest of faces as well as the blindest of windows—and it prevents shrinkage of both. Every color is retained and the cloth is pure and sweet. This soap also prevents starch from sticking, and sets greatly to the stiffness.

It whitens and softens every garment, so as to avoid any possibility of staining. Send a bar to the laundry and protect the health of your family.

This powerful cleanser is utterly harmless to the hands—it leaves them whiter and softer than before.

It requires twenty-one days to make a single cake. The labor of more than 200 persons is needed. Yet this wonderful soap costs no more than the ordinary. Simply because we make every year millions of cakes—we can buy at the lowest prices and give you the highest quality.

Don't Wait—**Cut Out the Coupon This Minute**

We ask you to do us a favor—we want you to learn for your own interests the difference between these soaps and the ordinary. You have been using some soaps in the past and you naturally consider them good.

But now we ask that you compare them with these—try them both and note how vastly they differ. We gladly invite the comparison because we have made it ourselves and we know just what must be the result.

But it would be unfair to ask you to bear the expense of the test so we have made you this generous offer. We only ask that you buy one soap and we'll buy the other. Cut out the coupon on this page and take it to your dealer this week. Pay him only 5 cents and you will there receive both cakes worth 15 cents.



John Taylor & Co.
 LIMITED

"The New Way" means to the advertiser. However, we are informed that after blanketing Ontario with this one page ad just once, the advisory board in New York calmly upset the decision of the advisory board in Chicago—spanked that board

good and proper and made it promise to refrain from foolish stunts forever.

There are extenuating circumstances. Markets have been bought for American products at grand stand prices. The price of a Dreadnought is often flung into a campaign when the value of a Canadian cruiser would do the trick. Americans are extravagant. The tremendous resources of the country have made them so. This century is going to produce as many millionaires for Canada as the last produced for the United States. But we propose to buy our millions at a reasonable price.

We do not wish our readers to infer that all the larger American agencies practise extravagant advertising. We know they do not. They generally aim to create a permanent market at the lowest possible cost. And they succeed. Probably that is why they do not make quite as much noise as our friends in Chicago. Moreover, it's a certainty that not even Lord & Thomas would have sanctioned this outlay had they known Canadian conditions. Before indulging in page ads we would advise every advertiser to look at his money and ask, How much effective advertising can I buy with this amount of cash? And you may safely accept John E. Kennedy's dictum, viz., Space is not advertising. What you put in it is—or should be.

The strong effective copy and delightful baby with the laughing eyes save this ad from merited ridicule. We do not question the ability of Lord & Thomas' copy men; but one may be forgiven for doubting the business sanity of their advisory boards.

"Office Filing Facts," a little publication, telling how office work may be simplified by the use of time and labor-saving methods, is issued by the Office Specialty Manufacturing Co., Limited, at their executive offices in Toronto. The July issue is devoted to a clear informing talk on "How to Operate a Mail Order Business". The valuable information contained in every issue of "Office Filing Facts" should interest every business man. This little publication is as artistic as it is interesting and informing.

There's some solid reason-why copy in that Holeproof Hosiery ad. There's absolutely no waste of space here. The writer gets promptly to the facts and gives the reasons for all claims made for this better hosiery. The ad might have been more effective if the guarantee had been in bolder type and nearer the beginning of the story. But as this ad has stood the test—actually sold the goods, there can't be much the matter with its general make-up.

"Cooling Drinks and Frozen Desserts" is an attractive and



COOLING
Drinks
AND Frozen
Desserts
MADE WITH
MONTSERRAT
LIME-FRUIT
JUICE

LIME FRUIT

[illegible]

seasonable booklet. It gives recipes for ices, sherbets, mousses, cakes, pies, puddings, etc., in all of which Montserrat Lime Fruit Juice figures as an indispensable ingredient.

This booklet is being distributed to the middle and better classes throughout Canada and is proving a valuable auxiliary to the newspaper campaign carried on by the National Drug and Chemical Company of Canada.

The Schram Fruit Jar ad is not liable to be mistaken for anything but what it is. The copy is of the reason-why sort and tells the story of Schram Jar excellence without any unnecessary details. Sometimes one is inclined to believe that the merits of the article advertised largely determines the strength of the copy. This jar has so many outstanding characteristics that it would be impossible to produce a poor ad on the subject. We consider the design unusually strong and effective.



It isn't necessary to apologize for interrupting a man about a matter of mutual business concern.



The man who runs to the window when the fire engines pass is overpaid if he is drawing more than \$10.00 a week.



In relating an incident, why is it necessary to tell a dozen other incidents in order to lead up to the one you want to relate?



Some people waste about one-third of their time pattering from one department to another to comment upon things which do not concern them.



Man thought Nature beneficent when she gave him a tongue that would articulate, little foreseeing that by its use he would so many times betray himself.



A solicitor is entitled to courtesy from every man whom he call upon in a business way, but the minute he introduces other subjects, or remains longer than his business demands, he forfeits his title.



In planning advertising campaigns there are a number of elements requiring careful consideration—and this is equally true whether the proposed expenditure be an average of \$5 a week or an average of \$5 a minute.

Bond Advertising

An Important and Growing Field of Bank Advertising—Opportunity for Trust Companies—An Article Containing Interesting Facts for Canadian Banks and Financial Houses—From Printers' Ink. By David G. Evans.

I WAS recently asked if a national advertising campaign for trust companies could be made profitable. My answer was that I did not believe it could be, unless a trust company would acquire facilities other than those now generally necessary to perform the usual trust company functions. If a good trust company would add to its business an efficient and up-to-date bond department, it would seem to me that they would have a much better chance of success at a lower rate of advertising cost than any other financial institution. This, however, would depend a great deal upon its organization.

My grounds for such an opinion are based upon the fact that a trust company is subject to state supervision. This information is pretty generally known as it is not necessary for a trust company to have to deliberately set out to establish confidence, as is the case with private investment banking houses.

I would say that the largest percentage of advertising cost to the average investment banking house is spent in establishing confidence. To the general public one name is as good as another. A fakir parading over the name of "investment banker" carries just as much weight as the legitimate banker. Some few of the trust companies have been "live" enough to at least see enough in this theory to try it out.

The movement to educate the public to consider only high grade securities means much to our whole country's financial, commercial and social progress, so much that an article of this length would not permit of it being expressed. It has been mentioned here only because of its importance to the subject and the part it has had in promoting high class financial advertising. Little or no progress could have been made in either direction without just the kind of co-operation that has been given on the

part of the magazine publishers to the bankers, and the advertising success of a house that does not understand at least the underlying principles of this movement must be doubted.

At any rate, let it be here suggested that a study of this whole movement be the first lesson for the banker in advertising. Lack of an understanding of this movement, lack of ability to sell through the mails, and a general desire to treat the subject as unimportant, has been the cause of the rather large "death rate" of financial advertisers in the past.

It is, however, extremely encouraging and interesting to note that there are eight or ten of the high class investment banking houses who are really conducting their advertising along profitable lines, and it now looks as if bond selling through the medium of advertising is going to develop to a point where financial advertising will be one of the largest classifications in the field of national advertising. At least, it would seem that a great truth has been demonstrated in the past two and a half years. That truth is that the human mind is just as susceptible to influences bearing upon the purchase of high class securities as it is upon household necessities, and that the field is already sufficiently large to be inviting to a very large number of financial institutions, whose principal business it is to sell bonds.

Failures, unfortunately, are usually accredited to advertising, rather than where they belong. If it were really advertising the disease could be easily cured, but traced as they are to the advertiser himself, the causes are many and are complicated. My experience would lead me to believe that the cause of the average failure lies in the fact that it is really human for humans to be impatient, and again, it is just like man to live in his own little world, and not in the whole. The financial man talks the language of his world and it goes, and is comprehensible there. This is far from being true when it is talked to the whole. Both seem to be vitally important to each other and they must, therefore, come to an understanding; at least, that is the new edict.

The financial man being in the smaller world, must follow along the line of least resistance, and make himself understood to the larger. Surely, this must be done by those who hope to make advertising an important feature of their selling organization.

One will find the non-advertising bond houses taking care of their prospects about in this way: Should an interested man call, he would be given at least an hour of an able man's time, in order

to make a sale. Should it have been more convenient for this man to write for information concerning a particular issue of bonds, he would, in all probability, receive a mimeographed letter that did not answer his questions, and, worst of all, was not understandable to him. Houses are advertising to-day with absolutely no thought or effort being made in this most important part of their advertising plans. Their whole effort is being spent in constructing copy and selecting mediums that are sure not to lower the dignity of their house (a dignity by the way, that nobody outside of their rather small world knows about). This means advertising failure, and of course there is little wonder at it.

These failures, fortunately, have not been of a sufficient number to discourage in any way those who are deeply interested in bringing about large results, and it is to be expected that that branch of the banking world known as "investment banking" will very soon develop their methods of selling bonds to the highest point of efficiency. This means that advertising of a national character is to take the most important part in these methods.

Those houses that have developed their selling organizations to a point where advertising seems to be essential, will be found to have organized about every department of their business so that they will fit into the demands of advertising in a more or less important way. This would seem on the face of it to be the secret of their success. It will also be found that one man has full and complete charge of the advertising end of the business, with authority to act, etc. This man will be found to be thoroughly conversant with the policy of the house, and with authority to cause its strict enforcement. He is familiar with the good and bad points of all securities offered to the public, and is therefore in a position to determine their strongest selling points. He is usually human and sympathetic in nature. He puts the personal service idea into all of his efforts and answers all inquiries with a personal note or touch in them. He usually has control of the bond selling force, which he organizes and watches as closely as he does his possible customers.

I have not yet found a success where the head of the house was in charge of his advertising, nor do I believe such a condition can bring about success. He has been trained to believe that about everything else is of more importance.



Four-fifths of the books that are bought are never read.

Canadian Magazines

WHAT "BUSY MAN'S" IS DOING IN CANADA.

Being the second of a series of articles on Canadian Magazines—The Development of the Magazine Marks a New Era in the History of the Dominion.

IN the Canadian magazine field, a unique position is held by the Busy Man's Magazine. Its founder, Colonel J. B. Maclean, one of the shrewdest and most successful publishers in the Dominion, conceived the idea a few years ago, that the Canadian public would appreciate and support a high-class magazine which would reproduce in convenient form the best articles and stories appearing in the periodicals of the world. His foresight has been amply justified by the experience of four years. The Busy Man's Magazine "took on" at once, and its popularity has grown amazingly since then.

At first intended primarily to interest business men and women, who had little time at their disposal to do much reading and who consequently wanted what little they did read to embrace the best, the magazine has irresistibly developed into a home magazine as well. This was the natural result of business men and women taking the publication home to read at their leisure. The people in the home took an interest in it and their desire for articles and stories adapted to home life, has led to the introduction of these features in the magazine as it is at present.

Particularly among professional men and the well-to-do educated classes in the Dominion has the magazine been a success. These people appreciate good, live, clean reading matter, and a magazine which brings to them each month in convenient form the best articles and stories from English, American, Australian and European periodicals, is much enjoyed. And not only does the Busy Man's Magazine circulate in Canada, but its merits have been recognized in the United States, where it commands a growing circle of readers, and in Great Britain, where an English edition is now issued.

The Busy Man's Magazine is not entirely a reprint magazine. From the very beginning it has been the aim of the publishers to secure and print a few special Canadian contributions. At first these were limited to character sketches of Canadians who were doing things and making a name for themselves. But latterly the

section devoted to these Canadian specials has been enlarged to include articles on other practical and informative subjects. This development has been received with great favor.

In the matter of illustrations, also, the Busy Man's Magazine ranks high. Published at first without illustrations, the publishers came to realize that the magazine could not attain to its full possibilities without the use of pictures. Half-tone engravings were introduced, and to-day the Busy Man's Magazine publishes each month as many illustrations comparatively as the leading magazines of the world. This feature has increased news-stand sales very considerably and places the magazine on an equal footing with the best illustrated periodicals.

The department of fiction is carefully watched and is naturally a strong feature. Ever since that inimitable story, "Pigs is Pigs," appeared in the magazine, it has had a reputation for clever fiction, which, it is safe to say, it has lived up to. With a great mass of the public, a magazine lives or dies according to the quality of its fiction and the fact that Busy Man's thrives is abundant evidence that its selection of short stories pleases the public.

Another valuable department that might be mentioned on account of its uniqueness is the section devoted to a classified list of the contents of other magazines. The introduction of this department was occasioned by the discovery that the editors could not possibly publish all the good things that were appearing in the other magazines. Only a few of the very best could be used. Yet it seemed a pity that readers of the Busy Man's should not know something about the other articles. To meet the difficulty a list of all the leading contents of other magazines was compiled and to-day this forms a useful feature of the magazine, that is constantly referred to by its readers.

Back of the magazine is the most thoroughly organized circulation system of any publishing house in the Dominion, which has given Busy Man's a circulation that would require years to attain in the ordinary way. Owing to the extensive territory to be covered in Canada, the building up of this great circulation has been a big undertaking. It is confined to no particular province, but has taken hold in every district from coast to coast. The circulation force of the Maclean Publishing Company in connection with their twelve publications, numbers nearly two hundred men. There is not a village, town or hamlet in the broad expanse of Canadian territory which is not visited regularly by these travelling and local representatives. The wide-

spread results have in every way justified the large outlay and the circulation returns are not only most gratifying, but show that *Busy Man's* readers, scattered all over the country, embrace not only the most progressive and well-to-do element in every community, but also that fully ninety per cent. of its subscribers renew their subscriptions from year to year.

As an advertising medium of the better class, *Busy Man's* has not only the circulation that counts, but it has also the prestige and popularity. This is demonstrated by the number of great national advertisers in the United States and Canada who use its pages. These firms exercise the greatest care and discrimination in the mediums that they select and the fact that *Busy Man's* contains so many announcements from them, speaks in the most convincing terms of both the quality and quantity of its circulation as well as the merits and progressiveness of the magazine itself.



NOW WHAT DO YOU THINK OF THAT?

Kilkenny, Ireland.

Editor White's Class Advertising.

Chicago, U. S. A.

Dear Sir:—

I observe by a recent issue of your most interesting literary journal that an English advertising agency claims the distinction of having in its employ the highest salaried ad-writer in the world, to whom is paid a salary of 400 pounds sterling, or \$1,950 a week. I beg to inform you that the salary of one of our ad-writers at the present time is 500 pounds sterling a week, which is almost \$2,435 in American money.

I believe this not only overshadows the salary paid to any English advertising writer, but also places us in the position of having the highest salaried ad-writer in the entire world.

Internationally yours,

KILKENNY ADVERTISING AGENCY.



Waste no money on these mediums of doubtful utility. There are so many of proved value that you can well afford to let some one else do the experimenting with the others.



Expensive experience has taught that the only way to real success in advertising is through the adoption of a sensible, carefully thought out plan, and then keeping everlastingly at it all the time you want to do business.

"The time will come when the great commercial battles will be fought through the advertising columns of the daily papers."

There is food for serious reflection on the part of every business man in the above clipping.

To-day it is salesmanship even more than tariff or transportation that will make or break an enterprise.

Banks, railways, municipalities, even nations, now use newspaper space to popularize themselves where but a few years ago such a course would have been considered undignified. How much more essential is it that every manufactured commodity possessing real merit should make for itself a place in the affection of the individual or the home?

It is just such popularity that keeps the wheels turning during "dull periods," and which enables the manufacturer to meet competition complacently.

The Globe has for sixty-five years been a prime factor in popularizing hundreds of Canadian brands.

Readers of The Globe represent the brains and buying power of the Dominion to a greater degree than any other medium.

We solicit an opportunity of discussing the Publicity Problem with any business man.

The Globe

TORONTO

Branch Offices:

Board of Trade Building	Montreal.
Canada Life Building	Hamilton.
Canada Life Building	Winnipeg.
222 Strand, W. C.	London, England.
1716 Heyworth Building	Chicago, Ill.
Brunswick Building	New York, N.Y.

THE HOME JOURNAL

FOR

INTENSIVE ADVERTISING

When you buy space in a medium whose every reader is a possible purchaser of your product—that's Intensive Advertising. The manufacturers of goods used by women, children, and in the homes, realize more strongly to-day than ever before that to "get results" they must use publications that are read thoroughly by women.

THE HOME JOURNAL, with its 25,000 paid circulation, is obtaining better results for advertisers of articles for women than publications with four times its circulation and of greater cost. If you want the proof we can give it to you. Seventy-five per cent. of the purchases for the home and family are made by women.

There is no waste circulation when THE HOME JOURNAL is used; every reader is a prospective buyer.

Our advertising rate to all is ten cents an agate line.

Sample copies, paid circulation statement by provinces and counties, or any other information sent on request.

W. G. ROOK, Advertising Manager.

THE HOME JOURNAL

59-61 John Street, - Toronto, Canada

Canadian Collier's Editorial Creed

IT IS THE AIM OF CANADIAN COLLIER'S TO PRESENT, IN TEXT AND picture, the panorama of the week; to reflect impartially the best contemporary thought; and on its own behalf to speak fearlessly without partizanship on all questions affecting the Dominion's welfare. COLLIER'S aims, furthermore, to print the representative work of present day writers and artists, and to keep always before its readers a high, sane and cheerful ideal of Canadian citizenship.

The result of COLLIER'S policy has been to reach an audience of thoughtful, substantial, successful men and women. It is such an audience as the intelligent merchant desires to reach with good merchandise well advertised.

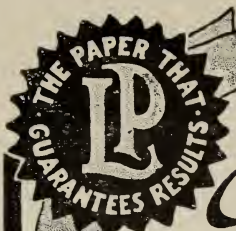


E. C. PATTERSON

Manager Advertising Department
NEW YORK BOSTON CHICAGO

A. H. BLIGHT

Canadian Advertising Manager
47-51 King Street West
Toronto.



Results Guaranteed

THERE are very few newspapers in Montreal or in Canada whose position is strong enough to enable them to guarantee results to advertisers. Of these few, LA PATRIE is the first that has felt prepared to come out and make such a guarantee.

During the past year, many letters of appreciation from leading advertisers have been published, expressing their satisfaction with the result produced by their advertising in LA PATRIE. These are only a few of a large number of similar letters on file, received from advertisers in every line, local and foreign, who have thoroughly tested the advertising columns of LA PATRIE, and found the results highly profitable.

The Explanation

LA PATRIE produces these results for its advertisers because it has both Quality and Quantity of circulation. It is read by all the best purchasing classes in Montreal and other cities of Quebec province, and gives advertisers better value than any other French newspaper published in Canada.

Advertisers are invited to investigate LA PATRIE'S circulation, both as to quality and quantity, and to satisfy themselves that it is all the publishers claim — and more.

Every business man should investigate before signing a contract for advertising. Newspaper values are constantly changing, and what might have been a wise policy five or ten years ago may be quite the opposite to-day.

Investigate! Don't take statements for facts until they are proven, and remember

“La Patrie Guarantees Results”

That explains the rapid and steady increase of advertising in

La Patrie

THE DAILY HERALD

(Evening and Weekly)

CALGARY, CANADA

**The
Great
Newspaper
of the
Great West**

The Herald has a larger paid in advance circulation than any other Daily paper between Winnipeg and the Coast even claims for its total circulation.

Your advertising appropriation is not complete unless your list contains The Herald.

Write us direct for rates and particulars, or ask any Advertising Agency. They all know "The Herald."

30,000 Circulation.

THE FARMER'S ADVOCATE AND HOME JOURNAL

Is regarded by all to be head and shoulders above all competitors.

We furnish subscribers with the brainiest journal of its kind, and have the confidence of our readers and advertisers alike.

Our subscribers are wealthy, the model farmers in every district; what they purchase, others will purchase likewise. Get after them.

THE WILLIAM WELD CO.

LONDON,

CANADA

OVER TWO-THIRDS OF THE PROVINCE OF ALBERTA

—The last and best of the Canadian West—lies north of the 52nd Parallel. This rich farming, timbering and mining district is served by

The Edmonton Journal

MORNING

EVENING

WEEKLY

Published at the junction of three Transcontinental Railway Systems

The Journal's Publicity Bureau will endeavor to secure complete and accurate trade information in any line, on the request of the manufacturer or agent.

M. R. Jennings, Editor and Man. Director, Edmonton, Alta.

COBALT

Now is an especially good time to concentrate your fire on Cobalt.

THE DAILY NUGGET

will carry the story of the value of your goods to everybody in this rich and famous mining camp at a minimum cost. THE NUGGET is the *only daily* paper in the Cobalt district and has a guaranteed circulation of 10,000.

Now's a good time to boost your trade in Cobalt.

Rates and full information on request.

18,000

That is the present guaranteed daily circulation of

THE SPECTATOR

Hamilton, Canada

There are about sixteen thousand homes on the City Assessment Rolls. Out of the number the *Spectator* visits eleven thousand every night, the balance reaching the homes in the suburbs and towns and villages close by. Careful advertisers will appreciate how valuable such a medium is to them.

The Twice-a-Week *Spectator* is an equally attractive medium in the farm houses of the Niagara Peninsula. Guaranteed circulation 6,311 copies twice each week.

SPECTATOR PRINTING CO., LIMITED

The News—Toronto's Home Paper

Gained 151 Columns

**of advertising in the first fifteen business
days of July over the same period last year.**

Wide awake advertisers recognize the fact that the paper that goes into the homes of the people who have money to buy their goods is the paper to advertise in.

Toronto, July 19, 1909.

One Dollar a Year

Read in Nine Provinces

Canadian Farm

A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

The newest feature of Canadian journalism—a national weekly farm newspaper. It is not a magazine, and not a periodical. It is a newspaper pure and simple—of an original type.

Advertisers who use it will reach more and better farmers than they can in any other way. This is strong, but we are prepared to make good the statement. Write us and we will tell you how and why.

It is an illustrated newspaper, published in such a manner as to compare with the best illustrated newspapers in the world. To get effective results, it was necessary to know. To know it was necessary to experiment. We have been experimenting for some weeks. The first sample of the finished product was issued on July 30th.

*Write for Sample Copy.
Let Us Tell You the Story.*

THE CANADIAN FARM
10-12 Wellington St. E., Toronto

Which is also the Home of CANADIAN COURIER.

Western Home Monthly

Proven circulation 35,908. Covers the homes of Western Canada more closely than any other publication. It gives the merchant the largest results for the least cost. Read what experienced advertisers have to say.

WINNIPEG, Man., July 2, '09.

Home Publishing Co., City.

GENTLEMEN,—We have used THE WESTERN HOME MONTHLY for nearly four years, starting in with small ads at the beginning, and the results were so satisfactory that we kept on increasing the space until we are now using full page ads with you.

We consider THE WESTERN HOME MONTHLY the best advertising medium in Western Canada to-day, as it reaches the homes and is read.

Yours very truly,

THE WINGOLD STOVE CO., LTD.

WINNIPEG, June 15, '09.

Western Home Monthly, Winnipeg.

We are pleased to advise you that we have found your paper one of the best avenues for approaching the farmers of Western Canada. We have received numerous inquiries in every instance where we have supplied copy to you, and what we consider of greater importance is the actual results we have obtained from these inquiries.

We can conscientiously recommend your magazine to any concern who has high class goods to offer.

Yours very truly,

CROSS, GOULDING & SKINNER.

WINNIPEG, Man., July 2, '09.

The Western Home Monthly, Winnipeg, Man.

GENTLEMEN,—It gives us pleasure to notice the great increase in the volume of advertising carried in your journal, and we believe that this increase comes solely from the reason that THE WESTERN HOME MONTHLY is the best "business getter" circulating in Western Canada.

We are carrying quite a number of contracts in your journal, and we are pleased to state that our clients are more than satisfied with results.

Very truly yours,

JAS. M. CATTANACH ADVERTISING AGENCY.

If the great mail order business of Western Canada is of interest to you, "Western Home Monthly" should be first choice.

Rates 1,000 lines and over 12 1-2c.

Single insertion, or less space, 15c. per line.

Published first of each month. Forms close 20th preceding month.

HOME PUBLISHING COMPANY

Winnipeg

-

-

-

Man.

**Letters from
Experienced
Advertisers
No. 8.**

PREVIOUS LETTERS:

1. Pedlar People, Oshawa.
2. H. O. Mills, Buffalo
3. Lever Bros. (Sunlight Soap)
4. National Cash Register Co.
5. Page Wire Fence Co..
6. Dominion Automobile Co.
7. Brantford Starch Works.

THE MASON & RISCH PIANO COMPANY, Limited,
32 King Street West.

Toronto, July 21, 1909.

Messrs. J. J. Gibbons, Limited,
119 Wellington Street West,
Toronto, Ont.

Gentlemen,—

It affords us pleasure to compliment you on the up-to-date, capable, and painstaking service you are affording us. Your suggestions and your handling of our advertising matter, press advertisements, booklets, etc., are eminently satisfactory to us, and show that you have made a thorough study and grasped the conditions pertaining to our business so as to give us the best return for our money.

We wish you success, and remain,

Yours very truly,

The Mason & Risch Piano Co., Limited.

Henry H. Mason,
Sec'y-Treas.

J. J. GIBBONS LIMITED

ADVERTISING

TORONTO
119 Wellington St. W.

MONTREAL
La Presse Bldg.

ST. JOHN, N.B.
Ritchie Bldg.

SEPTEMBER, 1909

Economic Advertising

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WOODS-NORRIS, LIMITED

Publishers

MAIL BUILDING,

- -

TORONTO, CANADA

How a Trade Paper Performs Actual Selling Work

The process of making a sale is always divided into four distinct stages—drawing *attention* to the article, creating *interest* in it, arousing *desire* for it, and the *actual closing* of the transaction. In no sale that has ever been made in the past, or that will ever be made in the future can one of these stages be eliminated.

It can readily be proved that trade paper advertising will carry a probable buyer through the first three stages toward the buying point—through the stages of *attention*, *interest* and *desire*. Therefore, it must be admitted that trade paper advertising performs actual and necessary selling work.

Advertising of the right sort, in trade papers of the right sort, pave the way for the salesman, and increase his efficiency by cutting down the time required in closing orders.

The MacLean Trade Papers are:

The Canadian Grocer	Hardware and Metal
	Dry Goods Review
The Canadian Millinery Review	
Bookseller and Stationer	Printer and Publisher
Canadian Machinery	The Power House
Plumber and Steamfitter	

The MacLean Publishing Company
LIMITED

Publication Office, 10 Front Street East, Toronto
Montreal Winnipeg Chicago New York London, Eng.

Also Publishers of

Financial Post **Busy Man's Magazine**
SAMPLE COPY AND RATES ON REQUEST.

"Toronto Saturday Night"

**As Others
See Us**

"It is not too much to say that TORONTO SATURDAY NIGHT has become one of the ablest and most interesting weekly papers on the American continent."—DAILY PROVINCE, Vancouver, B. C.

¶ Advertise where the money is.
¶ Who would think of trying to sell an automobile to a laboring man?

¶ But is that any more absurd than advertising luxuries to people who can scarcely afford necessities.

¶ If your proposition is high-grade, you want high-class circulation—such as "SATURDAY NIGHT" offers you.

ADVERTISING RATES

On application to

SATURDAY NIGHT, LIMITED,
Saturday Night Building, Toronto.

A REVIEW OF EVENTS

30

Years continuous business in the
City of Toronto, as

ELECTROTYPERS STEREOTYPERS

**DESIGNERS, ENGRAVERS AND MANUFACTURERS
OF NEWSPAPER READY SET PLATES**

Is Our Record

We have amongst our many clients such firms as the following, who are extensive users of Advertising plate made by us.

T. Milburn & Co.
Edmanson & Bates.
Royal Baking Powder Co.
J. J. Gibbons, Ltd.
Woods-Norris Ltd.

Dodds Medicine Co.
World's Dispensary.
Scott & Bowne.
C. H. Fuller Co.
Mahin Adv. Agency.

Long Critchfield Corporation

This record speaks for itself and is a sufficient guarantee of the quality of our service. Quotations cheerfully given.

AS A NEWSPAPER

Advertising Agency

We are fully prepared to give estimates and place advertising to our clients' entire satisfaction both as to rates and service. We have for years handled the advertising appropriation of many large Canadian firms. Estimates furnished on receipt of full particulars as to space, etc.

The Central Press Agency Limited

F. DIVER, Manager

Head Office: 70-76 Pearl St., TORONTO

**Branches: 107 St. James St., MONTREAL, and
175 McDermott Ave., WINNIPEG**

FOUNDED 1880

The Toronto World

MORNING and SUNDAY

The oldest one cent morning paper
in America.

The brightest and most generally
read morning paper in Canada.

Sworn Circulation

Average Daily Circulation from
Jan. 1st to July 1st, 1909. .**44,216**

Average Sunday Circulation from
Jan. 1st to July 1st, 1909. .**47,000**

All the big advertisers use its
advertising columns because it
pays. *Get our latest Rate Card.*

The World Newspaper Co'y, Toronto

It Costs You Nothing

You *can* get the best advertising agency service in Canada, without putting up a dollar.

Ask us *how* and *why* and we'll show you.

Our business methods will be candidly explained to any manufacturer.

Proofs of what we have done and are doing for others will be submitted for *your* consideration.

We *can* save you money.

It costs nothing to find out.

The consideration of our claims places you under no obligation. We do not ask you to believe them—*we simply ask you to consider them.*

A dozen large national advertisers believe our service incomparable. It would pay you well to know exactly why they believe in our methods. It costs nothing to know. Write now.

WOODS = NORRIS, Limited

Mail Building, TORONTO

Economic Advertising

T. Johnson Stewart

Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	\$20.00	\$110.00	\$200.00
1/2 page	12.00	60.00	120.00
1/4 page	7.00	36.00	70.00
Subscription price, \$1.00 per year, 10c. the copy.			

Vol. 2.

Toronto, September, 1909.

No. 1.

Straight Talks

ORIGINALITY.

IT is just possible that most of us are less original than our works declare.

How much significance one should attach to the plaint of those whose ideas have been adapted, borrowed, swiped, or stolen must remain a profound problem.

Because there is no such thing as entire and undisputed originality.

The recorded experiences of humanity preclude the possibility of one becoming dangerously original. Wittingly we advertising men borrow from the product of the centuries and when we imagine that we are original we are only borrowing unconsciously.

Even the unchronicled ideas of the fathers are flung right down through the ages.

We paint the picture as we see it, and according to our ability, but a thousand souls have painted the same picture before.

We can only be relatively original.

Theoretically the writing of advertisements demands originality and practically vetoes it.

The arrangement of our arguments may be radical, but that arrangement must be logical.

This writer may see a splendid illustration for his argument in a battleship proudly plowing through the foam.

A dozen writers may consider the same illustration as apt and splendid for a dozen different arguments.

Because others do not see with our eyes, hear with our ears, understand with our understanding, at the self-same moment, in the self-same way is no good reason why we should accuse them of plagiarism if we should happen across what seems to be adaptations of our ideas.

If we could copyright events we would have only one history of a nation every quarter of a century. McCarthy's history of our own times will not prevent Professor Seely from acting the part of a modern reporter. Adam was the only original man in all recorded history and Eve thought differently. But he alone had the chance.

Some advertising ideas are quite apparently adapted—others deliberately stolen. That isn't as it should be. While most consider adaptation lightly, a majority of advertising men wisely refrain from "straight swiping." Simply because it is not good policy.

The world, with some reason, calls Mr. Edison the most original man of his age. Edison is too wise to believe the almost unanimous voice of his fellows. He knows he is the greatest borrower old Nature ever knew, and he unblushingly admits it.

The earliest known philosopher modelled his doctrines on the opinions of his unknown fellows. These doctrines have been refined, burnished up or rejected, and only rejected because they gave birth to broader and more humane teachings.

Shakespeare adapted Peele, Green, Marlow, Beaumont and Fletcher, and made humanity richer.

Darwin went into the silent places of the world with his father's ideas and a microscope and modern scientists have been adapting the author of "The Origin of Species" ever since. Even the mild and intellectual Doctor Henry Drummond made a strenuous effort to carry natural law into the spiritual world and failed. The adaptation did not work out logically.

We are all adapters and fashioners of ideas. That's just as it should be. The moment the race ceases to profit by the experiences of humanity, the total eclipse of knowledge will have begun.

It is too much to expect advertising men—men groping in the morning light, and merely on the threshold of their profession—to be original. That's where we all stand. Adapt ideas in the production of effective copy we must.

There is no other way.

ADAPTATION VERSUS SWIPING.

The "swiping" game goes on merrily. There is a vast, although no clearly defined difference between adaptation and "swiping."

The verb "to adapt" simply means to make use of—in advertising to fit in the ideas of another for our own purpose.

The word "swiping" is a glorified synonym for the word "stealing." There is a distinct difference, you'll perceive. But let us elaborate!

One may write a romance portraying Saxon chivalry as the equal of Norman heroism without reproducing the characters of Scot's "Ivanhoe" or Lytton's "Harold."

A poet may once again galvanise the doctrines of the dawn without infringing on Milton's "Paradise Lost," or Dante's "Inferno." But the author who would deliberately reproduce the characters of another's work, unless for the purpose of criticising or burlesquing them, would be righteously considered a plagiarist.

There's a similar feeling growing up amongst ad-writers. Because our stuff is not protected by copyright laws is no good reason why some should swipe it *in toto*. The rights of the manufacturer, for whom the ad is produced and who has paid the price, should certainly be respected.

Adaptation is not "swiping." The former demands skill—a knowledge of the fitness of things. The wise adapter is a man with a wide range of general knowledge. The "swiper" does the best he can, but that is in no way commendable.

Then the passion of the race for parrot-like performances is self-evident. When we are not servile imitators, we are hero-worshippers. Even grim old Tom Carlyle betrayed symptoms of this universal frailty. And he possessed as vigorous and manly an intellect as any author of the Victorian era.

Again, we are the product of environment. Escape surrounding conditions, with their multitude of variable impressions, we cannot. Flung into life, inexorable laws make us, not we ourselves. The act, apart from circumstances, cannot be rightly appraised. So, we are all adapters when we are not "swipers."

IDEAS.

Ideas have been termed the basis of effective advertising. Come from where they may they are essential. But, it would be better to declare that an observant mind, capable of sifting,

analysing and arranging ideas, was the factor in effective advertising.

One man may have a multitude of ideas regarding the exploiting and distributing of a product or article. Another may swiftly analyse the product, note its characteristics and sweep the field of its possible consumption in a flash. A single dozen of logically arranged selling facts will capture a market when a legion of half-affiliated, far-fetched ideas would only tend to mystify the consumer.

Kitchener's science and the coolness of his lieutenant, the late General MacDonald, snatched victory from an overwhelming force of fanatical foes at the battle of Omdurman.

This moment the battle was all in favor of the sons of the desert. But the faith of the Egyptian soldiers never wavered, nor was that faith in vain.

Coolly, as *en parade*, to use the historian's words, MacDonald manœuvred his shattered columns, changed his battle front—sending every tactician in Europe delirious in his praise.

The Arab legions melted away like snow on the desert, leaving Kitchener's scientifically directed columns the masters of the day.

Ideas alone count for little in successful advertising. The arrangement of outstanding characteristics into concrete selling arguments does.

THE PROPER USE OF SPACE.

Arguments arise frequently for the good of the cause. On them are founded our hopes for the betterment of advertising. The problem is this:

Will the use of a full page once for the purpose of exploiting a household necessity create as many sales as a quarter of a page inserted four times?

Let it be understood that both ads are only parts of an aggressive campaign. The big ad appears once during the campaign. The lesser ad appears four times. And the copy is equal in pulling power. Which ad will create the greater amount of business?

We have no record vaults stocked with data on the subject, but we have something very much better—the experiences of practical advertising men. Without declaring the single page ineffective, when properly utilized, they are practically unanimous in proclaiming the greater effectiveness of four quarter pages used judiciously.

A well known New York agent, who places millions of dol-

lars worth of business annually, makes the startling assertion that *three* quarter pages in a popular magazine—a quarter page each succeeding issue—will be more productive of results than a whole page by the same writer in any single issue. While we would like to qualify that statement, the New York agent makes absolutely no qualifications whatever. He refers to his personal experience, and backs up his statement with healthy proofs.

If *three* quarter pages used judiciously in succeeding issues of a popular monthly are more effective than a whole page used in a single issue, it is at least reasonable to suppose that four quarter pages used judiciously in a newspaper will be more effective than a single page.

The experienced advertising manager of a big daily argues the case in this way:—"A majority of our women readers would undoubtedly see an attractive quarter page ad about a household article. Four insertions of that ad would be greatly superior in selling power to a single insertion of a one page ad equally as well written. A certain percentage of our readers would miss the single page. It is hardly possible that any of our readers would miss the quarter page four times. Then, the ad writer has the opportunity of telling his story in four different ways. The quarter page, four times, is the better proposition for the advertiser, as I see it."

There are other points worthy of consideration. Able ad-writers can make better use of a quarter page space than a whole page. This has been clearly demonstrated by the notable series of small Taylor Soap ads.

A big blast of gun-powder will shatter a rock into fragments at once. But it certainly will not do the trick if—in order to make our blast big—we have reduced its efficiency by mixing it with sand.

The *quality* of the ammunition tells. Try to make a given amount of gun-powder do too much, and, while it will do something, it is not at all apt to do what one wants done. It may burst the gun.

The development of advertising *insistently* demands a careful consideration of the advertiser's best interests. That is the primary essential of more and better advertising. There is absolute uniformity of opinion on this point. However our methods may differ, it is pleasant to remember that we are all striving for the same thing—the increase of business by and through advertising.

TRADE ADVERTISING.

Trade advertising is the elementary step in any judiciously planned campaign. The advertiser's primary business is to capture the voluntary and hearty co-operation of the dealer. To ignore him entirely and go straight to the consumer is never the best business policy—however effective a campaign may otherwise seem to be.

Three things are essential before one can use a trade journal effectively. Its circulation must be known in round figures. An exact statement of its distribution in different territories would be valuable. And the publisher should be prepared to furnish proofs that his journal is read by a reasonable percentage of those who subscribe for it.

A study of the advertising pages of most trade papers reveals the fact that a majority of advertisers attach little or no value to trade paper space. 75 per cent. of the copy appearing in the trade press is not fit to print. Hence the value of the trade paper as an advertising medium is practically unknown.

Let a live trade paper cover its field thoroughly—let its reading pages be brimful of interest to its subscribers—let it show them how to build up better businesses, and you have an advertising medium easily worth double the price any commercial publisher charges.

Like Adam, the trade press has never had a chance.

Talks have been printed in its publicity pages—alleged advertisements—that would have caused the immediate discharge of any salesman discovered uttering them to a customer. Yet the advertiser, week after week, month after month, will fling such stuff in the face of a majority of his customers and call it trade advertising. Of course it isn't advertising at all.

The writer would be in favor of boosting the price of trade paper space about 100 per cent. People never appreciate what they get for next to nothing.

The business manager of a trade paper will have an unenviable fight until he convinces his clients of the extra value of space in a class journal and the absolute necessity of filling that space with the product of the best brains in the advertising business.

Space in a specialized paper filled with extra special, terse, strong selling copy should certainly be a powerful business producer. But that kind of copy cannot be produced in a hurry. It takes time. It costs money. And the day is coming when it *must be had* at any reasonable price.

White space is not advertising. It is only the vehicle for

selling facts. Get the right copy into the right trade paper and you have as effective advertising as money can buy.

THE ELUSIVE INQUIRY.

Having read Truman De Weese's masterly speech, which appeared in a recent issue of "Economic Advertising," a subscriber was convinced that it was the business of a gentleman to shave himself.

He considered Safety Razor advertising from the standpoint of a man who knew the value of a good blade when up against a stiff whisker. Smiling, joyous faces, caught in the act, did not appeal to him. He kept on reading Safety Razor advertising until he came across an ad brimful of shaving sense.

He weighed every claim for the razor and considered all reasonable and—filling in the coupon at the bottom of the ad, dispatched it with a letter to the manufacturer asking for the name and address of a local dealer.

The inquiry was a brief, business-like request. The man wanted to see the razor. But apparently the manufacturer's office force was too busy to attend to a single inquirer. Our subscriber has not received a reply yet, although his inquiry is now five weeks old.

"Does the advertiser take advantage of his opportunities, does he follow up his inquiries and develop his market efficiently? *We believe in a large number of cases he does not.*"

So the "Advertisers' Almanac" declares. And our contemporary follows up its declaration by citing two cases. Here they are:—

There appeared in one of the magazines which we study somewhat each month a very excellent advertisement of a good automobile. An acquaintance of ours became interested and wrote for a catalogue to the Western manufacturer, who sent the usual advertising pamphlet (a good piece of work, by the way), and wrote that his New York agent would communicate with him about particulars. He did not give the name and address of the New York representative. Nothing further ever happened, and the person who was in the market for an article costing between \$4,000 and \$5,000 felt neglected naturally.

Another case:—

For many months a firm had been advertising a somewhat expensive household appliance. A man who was at the time making some important alterations in his

home wrote for a description of this appliance. The catalogue failed to answer his question, and he was disgusted with the cheaply printed form letter, headed up by poor typewriting—a reply obviously unsuited to meet his inquiry. He then dropped the matter. The next month his attention was attracted by the advertisement again, and he sat down and explained his condition and asked for information. No reply whatever this time, except another copy of the uninformative catalogue.

Undoubtedly there are many similar cases. An excellent advertising campaign may lose much of its sales-producing force by the carelessness of the advertiser's office force. Surely it is the business of the well equipped advertising agency to eliminate this waste.

Inquiries should be provided for by the agency, or answered by a man thoroughly aware of their importance. A carefully prepared follow-up system has an important place in every well planned advertising campaign.

“SCATTERATION.”

There's one copyman in Canada who can coin words and phrases without blushing. While there is some truth in Mr. Angus's contention, we are inclined to think that he has greatly overdrawn actual conditions in his article on “Scatteration.” That there are numbers of advertisers trying to do too much with too little is certain; but it is just as certain that a majority of national advertisers are *quite* rational.

However, the pages of Economic Advertising are free to all advertising men for the purpose of expressing their opinions. The editor is certain that proofs of Mr. Angus's main contention would interest our readers.

“BUSINESS IS GOOD.”

The fillers throughout this issue are taken from a dainty booklet, entitled “Business in Canada” and published by The “News,” Toronto. The optimism of business men regarding trade conditions in the Dominion cannot be too widely known.

“All the indications point to a marked revival in business in the fall and winter of this year.” The more that fact is emphasised the better trade will be and we are pleased to give this booklet the publicity it deserves.

A \$2,000,000 A Year Advertiser

*Frank Van Camp, President of the Van
Camp Packing Co., Talks Advertising.
Extracts from His Speech Delivered
Recently at the Louisville Convention.*

WHEN a man advertises he is generally supposed to use newspapers, magazines, street car signs, bill boards, wall signs or circulars or to demonstrate, or distribute samples.

In my opinion, every business man, either retailer, jobber or manufacturer advertises, but many of them are apparently unconscious of the fact.

Not Entitled to Success.

The man who buys space and fills it with trash is no more entitled to success than the retail merchant who fills his fine show window with trash. The man who selects the wrong medium and fills the space with good copy makes the same mistake as the man with a fine show window located in an alley.

Advertising in poor mediums, the use of poor copy in good mediums, or advertising goods that don't satisfy the consumer is an expense. Advertising properly done on goods of quality is an investment and not an expense.

Now if a merchant or manufacturer invests his money in stocks, bonds or rental property he don't expect to immediately get back the amount of the investment and a profit in addition. He is satisfied with five or six per cent. interest and retains the investment. Is there any reason why a man who buys advertising should expect to get back all his money and a big profit in addition within a month or a year? We all know of many concerns that could sell their advertising investment, or in other words, their good will, for a fortune, but not one of these concerns built up their business except as the result of years of publicity and careful management of all the details connected with their business.

It is a good thing that advertising is an investment rather than an expense and can be quickly recovered. Money spent in advertising buys a definite something of value; you may call it good will or demand, something of value that can not be taken away from the owner if he stays on the job and don't go to

sleep. The owner may sell it for cash or keep it and collect dividends on the investment.

Faith and enthusiasm are equally necessary on the part of the buyer as well as the seller of either advertising or merchandise. Advertising half sold is like merchandise half sold.

I have in my own business experience known of many instances where an alleged salesman talked a grocer into signing an order for five or ten cases of canned goods but when the goods were delivered the grocer opened one box and placed the contents on a back shelf. When this grocer was called on a second time he condemned the goods, claiming that there was no call and that the goods were too high priced for his trade. The grocer on the next corner across the street or in the next block bought the goods because he was convinced that he wanted them, and when they were delivered he unpacked and prominently displayed the entire purchase. On the second call this grocer was ready for another order.

Wrong Way to Sell.

Many a business man is talked into signing an order for advertising but having no faith in his purchase he refuses to spend either time or money on his copy, he tells himself that he made a bad purchase and when called on the second time, he says that advertising is a failure as far as he is concerned, that there is too much competition in his line, not sufficient margin, and a dozen other familiar excuses.

The man who studies the game believes in it and never condemns advertising. If his campaign is unprofitable he still believes in the principle but knows there has been a mistake in the application.

I am solicited every week by some man who insists that I will only use his medium once I will have such profitable returns that I will order space by mail thereafter. Such men are a detriment to the business as they have no standing with the old advertiser and when they get an order from a new man they are spoiling a good prospect unless the article to be advertised is a mail-order proposition. I think the man offering advertising for sale should study the business of his prospective customer in order that his advice may be good, and if he secures an order he should see that the space is filled with good copy and that the advertising dovetails with the buyer's sales organization. He should never forget that one hundred dollars' worth of space and twenty dollars' worth of copy will produce more business than double the amount of space and poor copy. He should also

remember that you can't sell threshing machines in the city or typewriters in the country. He should never sell a man with number ten feet a pair of number five shoes, it isn't fair, and then the second call might be disagreeable.

Now as to the effect on the consumer:—

I will assume that the consumer reads advertisements because I inserted a test advertisement offering something for nothing, in various newspapers in several cities, and although this particular ad appeared only once in each paper, the actual number of replies amounted to more than 30 per cent. of the total circulation of all the papers used.



The First Exchange of European and Canadian Commodities—Jacques Cartier in the St. Lawrence River, 1535.

Customers of Two Classes.

Having proven that consumers do read advertisements I will divide them into two classes. First: those who become familiar with the name of the article advertised but never buy it. Second: those who actually buy it.

If an advertiser has too many of class number one on his list of readers it is caused by the use of copy that is weak and not convincing on this particular article, although the same kind

of copy used in the same mediums may have been successful on some other article.

Class number two may be sub-divided into two classes: Those who continue buying day after day and year after year, and those who buy once but never repeat because of inferior quality or advertisements that misrepresent. If an advertised article is as represented, the purchaser receives no more than she or he is entitled to, and therefore says nothing but keeps on buying, but in case of misrepresentation, they will go out of their way to tell their dealers and their neighbors.

Such a condition may be remedied by getting busy in the factory, or by telling the truth in the advertisements. Repeat orders are absolutely essential to profitable advertising as the first round of orders cannot stand the expense.

The advertiser frequently overlooks the fact that the dealer is also a consumer, in fact, the most important consumer; as many other consumers depend on his judgment.

If the article advertised is distributed to the consumer through the retailer the advertiser should see that the retailer stocks his goods during the early stages of the campaign. This will serve to prevent the retailer from loading up with the "just as good but cheaper" substitute that usually follows, but sometimes overtakes the advertised article. The consumer after reading an advertisement frequently intends to buy but forgets it. If the goods are stocked by the retailer, this kind of a consumer may see the goods on the shelf and buy, or may have his attention called to it by the retailer who has his money invested. A thorough distribution always helps and frequently is necessary to the success of an advertising campaign.

Consumer Lives Everywhere.

The consumer lives everywhere—in the section where the crops are good,—in the section where they are bad,—where the mines are working and where they are closed,—where the factories are working overtime and where they are closed,—some are rich, some poor and some in moderate circumstances, but all of them or any part of them may be reached all the time or part of the time by advertising. If there is a correct selection of mediums, if truthful, convincing copy is used, if the goods are as represented, advertising will reach all or nearly all of the possible consumers of any particular article, and if kept up year after year, will create a constantly increasing demand at prices fixed by the advertiser and not by competition as is the case with so-called competitive non-advertised goods.

Successful Underwear Advertising

The Second Article on this Subject—The Causes of Defective Underwear Advertising—The Importance of Selling Copy Emphasized—The Lack of Space Compels us to Hold Over the Most of this Article for the October Issue. By T. J. S.

WHO'S responsible for the defects of underwear advertising? The ad-writers, of course! That's the general opinion, but there are those who think differently.

Some time ago an American writer in an American magazine flatly declared that the manufacturers themselves were to blame and with unusual magnanimity held the ad-writers of the continent to be guiltless.

Both opinions are partly right and partly wrong. To blame a copy-man for copy defects without knowing the conditions under which the stuff is produced—or the limitations imposed is childish and nonsensical. Besides, those who know most about copy are precisely those who are slowest to condemn.

On the other hand, it would be absurd to blame the manufacturer for copy defects—if that copy has been produced by an agency. The very fact that the maker knows his business thoroughly makes it practically impossible for him to size up the consumer's attitude correctly. The practiced ad-writer stands between the two extremes. He gathers his knowledge from the maker of the goods, merchants and salesmen, while his knowledge of the consumer's attitude should be clear and distinct.

The importance of strong selling copy is not, as yet, realized in Canada. We have not educated the manufacturer up to an appreciation of what carefully arranged selling arguments mean in dollars and cents.

The trouble lies right here. The manufacturer has his own notions concerning copy. The ad-writer has also a few pet ideas or illusions on the subjects. Where the notions of the former or the ideas of the latter are allowed to predominate or sway copy production, the result is not just what it might and should be. Because preconceived ideas are absolutely foreign to all good advertising.

The viewpoint of the buyer is the main consideration. Combine this with a knowledge of the goods—selling arguments and the copy will be effective. Whether it is pretty or conventional matters not at all.

There is little or no distinction—no individuality about the advertising of Canadian underwear manufacturers. One might examine trade ads for a month and find the claims advanced by all makers peculiarly alike. And because the product of our manufacturers differs considerably—because there are reasons for this variation in underwear quality those reasons should appear in underwear advertising—it should be made distinctive and individual.

There is just one Canadian manufacturer who apparently strives to individualize his advertising. It is distinctive. He makes claims for his product that could not be truthfully made for any competing line. This manufacturer's copy is the only distinctive underwear advertising in all Canada. We frankly believe that it could be made more so.

If underwear advertising—or any advertising—is not as strong as it might be, advertising men and publishers are to blame. The publisher does not seem to realize that ineffective advertising will destroy the reputation of the best medium under the sun. If the manufacturer fails to realize the significance of good selling copy, advertising men and publishers are to blame.

Since we haven't the space at our disposal in this issue to build up an effective illustrated underwear campaign, we will leave that for a future issue and, in the meantime emphasize a few general facts that are apt to be overlooked.

The advertising that sells goods is not planned and written according to the manufacturer's ideas, nor altogether in accordance with the generally accepted notions of the advertising profession.

Write out your copy, with the possible buyer ever in view, size it up from every standpoint, and if you are reasonably convinced that the finished ad would make a good selling argument for the salesman, then you may be sure that it is not far from the high-water mark of good advertising.

How many ads appear over the names of reputable manufacturers that would cause a salesman to lose his job—if he used the same selling arguments in the same way. This, despite

the accepted fact that when advertising is not sales-creating, it is not advertising at all.

The truth is—as buyers we want to know a great deal more about most brands of underwear than is ever told in advertising. We want to know all about the quality of the material—if it is pure wool and guaranteed as such. We want to know if the fabric will stay shrunk—if the skrinking has not destroyed the original elasticity of the wool—if the garments are manufactured under sanitary conditions, and something about the process of manufacture—points that assure comfort and permanent fit.

Little or no underwear advertising gives us the facts we want



The Fortified Trading Post of the French Regime in Canada, when Indians were kept outside the Gates.

to know. Claims are made in abundance, but we want to know the reasons why. "How underwear advertising might be improved" will be the third and last article of this series.

Business is good. "There is an improvement in business, and trade conditions look better. Labor is scarcer, but if the West prospers this year there will be no trouble about business conditions here."—Mr. G. T. Irving, President and Manager Irving Umbrella Company.

Appropriation Doubled Four Times in Four Years

Educator Crackers Lifted Out of Stagnation by Good Advertising—Considerable Sampling Done—Inquiry Cost Constantly Decreasing.—From Printers' Ink.

THE Johnson Educator Food Company, Boston, is now doubling its advertising appropriation for the fourth time in four years.

The company is making a splendid record of sales, and from a practical standstill some years ago, with a small local patronage, it is now selling all it makes very rapidly, throughout the country.

The one factor bringing about this change is acknowledged to be advertising. From the very first campaign started about four years ago the business has gone forward.

Says F. N. Barbour, treasurer of the company:

"Three years ago we started with a modest appropriation which justified its being doubled the next year, and that has been the story for the intervening years. Our cost per inquiry has decreased with each succeeding year. Perhaps we are more fortunate than some advertisers, inasmuch as we are able to get our free samples into the consumer's hand at so small an expense. Each cracker is enclosed in a small carton, the same being a fac-simile of the package in which the cracker is sold. These small cartons are printed in red, white and blue, the whole being placed in a container.

"There has been a common comment during the past year that our advertisements were 'appearing in everything.' As a result of these comments, we were first in doubt as to whether an increase in appropriation was necessary this year, but we finally agreed to double it once more."

A considerable number of department stores now sell Educator Crackers. "In considering the department store question," says C. W. Hopkins, general manager of the company, who is very keen in appreciation of advertising, "we found that some manufacturers argued that department stores would not carry advertised articles. It is true that none of them want to, but let me cite an instance. By working hard we finally overcame the prejudices of a large departmental store we had tried to

bring in line, and they handed the salesman a small order. The salesman handed it back, saying that he would not insult his house with so small an order from a firm the size of theirs. 'Well,' they said, 'we don't have the demand.'

"We thought that ended it, but a little later the order came with additions by mail, and many have followed.

"Perhaps we take a little different view of the salesman from some firms, for we believe in giving him the whole story. A new piece of advertising is immediately called to the salesman's attention; a comment of a dealer, favorable or otherwise, is written to him; magazine articles on similar propositions; treatises on materials are brought to his attention; visits to the bakery and introduction to the process of manufacture; familiarity with the other fellow's talk and goods are all encouraged."

The mediums used include the Ladies' Home Journal, Woman's Home Companion, Saturday Evening Post, Youth's Companion, Outlook, Collier's Weekly, Cosmopolitan, Review of Reviews, Literary Digest, Munsey's, McClure's, Everybody's, American, Associated Sunday Magazines, Good Housekeeping, Scribner's, Century, Garden Magazine and Quarterly Style Book.

Business is good. "People are still conservative in their buying, but business is a shade ahead of last year. We are a young firm, and are ahead of 1907. Future conditions depend, of course, on the crops."—Mr. William McCausland, the Continental Costume Co., Limited.



Business is good. "Up to a month ago things were not moving very rapidly, but then they took a good turn, and from now on to the end of the year there should be all kinds of orders, and for the last six months 1909 should beat 1907. We find collections easier, or, at least, more cheerful."—Manager, the King Radiator Company.



Business is good. "The indications from the present outlook are that we will do a larger business this year than ever in the past. That is what we are preparing for and at the present time we are advertising for 50 more operators. The change came about a month ago, when, apparently owing to the splendid crop prospects in the West, we experienced a most unusual demand."—Mr. G. Frank Beer, Secretary-Treasurer Eclipse Whitewear Co.

Don't Forget The Dealer

*By M. J. Hutchinson, Advertising
Manager, The Dry Goods Review.*

IT doesn't pay to forget the Dealer.

A few months ago one of the largest Knitting Mills in the United States introduced a line of union underwear for children. Similar garments for adults had been sold successfully for several years, but up to this time the children's field was untouched.

Advice as to the best means of selling this new garment was sought. Right here it may be pointed out that there is a very wide difference between *creating a demand* for an article and *selling* it.

The plan finally approved by this concern was one which while it was designed to SELL the goods, simply created a demand for them.

It embraced the spending of \$30,000 in an advertising campaign directed to the consumer through women's magazines of undoubted standing and wide circulation.

The advertisements were decidedly good. They argued this way. "Your husband has worn union underwear—and likes it; you wear it yourself, and you know how comfortable it is. Why not give your child the comfort you and your husband now enjoy? Why not buy for the child Blank's Union Underwear?"

This was good talk and it did create a demand for children's union underwear, but unfortunately it did not produce sales for that particular brand of underwear. Why? Because in this campaign the manufacturer neglected a very important factor in the distribution of his goods—The Dealer.

About this same time another concern brought out a child's union suit. This concern called in a man from the service department of a trade newspaper and asked his advice. A study of this proposition was made and it was decided to spend \$2,500 only in a campaign to The Dealer.

What was the result?

Just when the dealers were being asked for children's union suits by mothers whose interest had been aroused, and who had been convinced by the \$30,000 campaign of the first manufacturer that union suits were mighty good things for their children, these dealers saw the full page advertisements in their trade

papers, telling of this new suit which the second mill was putting out.

In three months this mill was 50,000 dozen behind in its orders for children's union suits, and this was accomplished without the aid of a single paid salesman. The mill doesn't employ any. The goods were sold wholly through jobbers.



***The Heating System that adds more
than its actual cost to the value of
a house.***

When you put a hot water heating system operated by a Daisy Hot Water Boiler and King Radiators into a house, you add more than the actual cost of that system to the selling value of the house.

That sounds strange, but it is true.

This heating system is so well known for its efficiency and durability that you can easily get a proportionately much higher price for your property.

Daisy ^{Hot Water} Boiler & King Radiators

If you are not already acquainted with the merits of the heating system operated by the Daisy Hot Water Boiler and King Radiators, we would like to have you give it a careful and critical examination.

We want you to go into every detail of its construction and get full information about its exclusive features and the tests it has stood.

We want to place before you the testimony of those who have used this system for many years—who know how efficient and dependable it is.

Every architect, contractor and owner should have this information before him.

The Daisy Hot Water Boiler and King Radiators are not for the new house alone. The system can be installed in an old house with little or no inconvenience to those who are living in it.

Any property will gain greatly in value if you install this modern heating system. It will be a better, more comfortable house to live in—an easier house to rent and will bring you a bigger price when you want to sell.

Architects and builders may avail themselves of the services of our heating experts at any time. We will gladly give full information about Daisy Boilers and King Radiators on request. Write for our booklet "Comfortable Homes."

THE KING RADIATOR CO., Limited

St. Helen's Avenue, near Bloor St., Toronto

Salesrooms and Sales Office: 21-27 Lombard St., Toronto

A Good Trade Paper Ad.

The day is past when the manufacturer can force the dealer to handle his goods by brandishing over his head the club of Consumer Publicity. His co-operation has to be secured as a necessary element in the successful selling campaign, and it is

in performing the function of securing the dealer's interest and his co-operation that the Trade Paper becomes the ally of the manufacturer.

A member of The Dry Goods Review staff was in a store in a fair sized town recently, and the merchant had been selling some underwear. "Do you handle ——'s underwear?" he was asked by our representative, who mentioned the name of a line widely advertised to the consumer and but indifferently advertised to The Dealer. He replied that he had not stocked it, and when asked for his reason said that he could buy another line which, while it might not be quite as good, cost a little less, and he could sell it for the same price as the advertised line, \$1 a garment, and make greater profit.

Our representative was a practical dry goods man, and knew that the advertised goods were the best, and convinced The Dealer that it was to his interest to stock them—and to push their sale. This is just the kind of work the manufacturer of that consumer-advertised underwear should have been doing through the trade papers: convincing the dealer that the advertised goods are the best goods for him to sell. The dealers have got to be shown, and the way to show them is through their trade paper.

The work that the trade papers are doing, though, is not simply to help the manufacturer to sell his goods *to* the dealer, but to help the latter to move them off his shelves to the consumer.

Three years ago the Bradley Muffler Co. started to advertise Bradley Mufflers to The Dealer. They spent \$1,000 and trebled their sales without adding a single salesman. The next year \$8,000 was spent, again to interest The Dealer, and for every dollar so spent one new account was opened. Then, with Bradley goods known in practically every dry goods store, a campaign of consumer advertising was planned, \$19,000 being appropriated for this, and again \$6,000 to retain the interest and co-operation of The Dealer. The current issues of leading women's magazines are carrying the first of this consumer advertising. This is a logical process of development, and its success is already assured.

"Holeproof" hosiery was introduced to the Canadian dry goods trade by The Chipman Holton Knitting Co. of Hamilton, the first announcement to the dealers being made last January through a page advertisement in The Dry Goods Review. These goods were sold through jobbers, to whom copies of that advertisement, and two succeeding were sent. The dealers were in-

terested in this line, which promised to be a good seller, and inquiries were made to jobbers' travelers for "Holeproof" hosiery. The trade paper in which the advertisements appeared also received letters from dealers asking where the hose could be bought.

At the end of three months, with the expiration of the initial order for trade paper advertising, it had been demonstrated that these goods were going to sell, and then consumer advertising was decided upon, as well as a continuation of the trade paper campaign.

The Dealer is the important factor in practically every merchandising proposition.

While it is true, that, as Mr. Rowlatt pointed out in a recent article, "No goods are actually *sold* until they are in the hands of the consumer," it is equally true that they cannot be sold at all, in that sense, until The Dealer has first *bought* them.

In this transaction the trade paper comes to the help of the manufacturer, not to take the place of his sales force, but to supplement and make more effective the work of that organization.

Business is good. "Business has improved, and we are getting more cash on the payments. We are ahead of 1907 on the marine business and the prospect all around is very good."—Mr. Joel Laishley, Manager Canadian Gas Power and Launches, Limited.



Business is good. "The prospect could hardly be better than it is now. We are not yet up to the record business of 1907, but it looks as if we were coming in that direction. If there is a bumper crop in the West it will be a great impetus to trade in our line. There has been a steady improvement in business right along this year, but the fall will be very much better."—Mr. Thos. Mitchell, Manager Smart Bag Co.



Business is good. "There has been a wonderful improvement in business particularly in steam boilers and engines. The past six months has been better in these lines than 1907, the banner year. Shipbuilding is quiet because the Government has cut down expenditures and is not placing orders, but they will have to have dredges and boats; it's only a matter of time. With the present outlook for good crops throughout the country the business prospects are good."—Mr. J. J. Main, Manager Polson Iron Works.

Current Advertising

THE illustrations throughout this issue are reproduced from a book entitled "The Evolution of Canadian Commerce," gotten up by the Robert Simpson Company, Toronto, for free distribution at the Canadian National Exhibition, as a souvenir of the completion of the new Simpson building in Toronto. It is also intended to be of general interest as a graphic portrayal of Canada's marvellous development.

The Simpson Store is the largest steel building for commercial purposes in the British Empire. It is thoroughly modern in all its equipments, constructed on the steel-frame, fire-proof system, and devotes over eleven acres to the display and sale of the world's best general merchandise. It is felt that the development of the Robert Simpson Company typifies the development of Canada as a whole, and the booklet herewith embodies this idea.

The artist, Mr. C. W. Jefferys, of Toronto, has won a place as Canada's leading draughtsman. A graduate of the Toronto Art Students' League in 1892, having served an apprenticeship to the Toronto Lithographing Company, he moved to New York, and was for many years connected with the Art Department of the New York Herald. Later he returned to Toronto and joined the staff of the Daily Star. Having tired of routine newspaper work, he now devotes himself to painting and black and white illustration as a free lance. He is also a teacher at the Ontario Art School. His technique as a draughtsman—bold, strong-lined, sure—is the model of many an art student and the envy of many a matured artist. Mr. Jefferys is at the present time Vice-President of the Ontario Society of Artists.

S. H. Howard, who is responsible for the idea of the book and its details, and who contributes the text, has been manager of the Robert Simpson Company's city advertising for the past nine years.

This book will be on free distribution to visitors who apply at the Robert Simpson Company's Exhibit, in the Manufacturers' Building at the Fair.

Business is good. "Business is better than last year. There has been a gradual but steady improvement. We look for good fall and winter trade."—Mr. T. L. Moffat, of the Moffat Stove Company.

“Scatteration”

The False God to Whom Many Canadian Advertisers Are Offering Up Sacrifices of Hard Earned Cash. By R. G. Angus.

ABOUT ten per cent. of the general advertisers of Canada are spending enough money to properly cover the Dominion.

The other ninety per cent. are trying to do the same thing with a wholly inadequate appropriation.

They are trying to write their names across the continent when they have only enough ink to legibly letter it on one province.

As a result their lines are so thinly drawn out that they don't make a noticeable impression on any part of the map.

I know advertisers who are not spending five thousand dollars a year, yet have spread it out in a thin line of ads that reaches from the Atlantic to the Pacific.

They would rather be National than Rational advertisers.

And every general advertiser—that is every advertiser except the local retailer and the mail order concern—must remember that a large percentage of the value of the advertising he does is the impression it creates on the trade.

If the retailer isn't impressed with the value of your goods—if he doesn't see in his local paper sufficient evidence that you are putting forth a strong effort to help him to sell your goods—he won't stock them.

He'll do something else—he'll damn them every time a customer mentions them.

Concentrate your selling energy.

Put every effort forth to thoroughly cover one district. You'll sell more goods and it will cost you less to sell them.

This is the only way you can grow into a real national advertiser—the only way you can get the full selling power of every dollar you spend in advertising.

Another reason why some advertisements fail is because they don't half tell their story.

But one argument why one should buy certain goods in each advertisement, when there are at least a dozen good reasons.

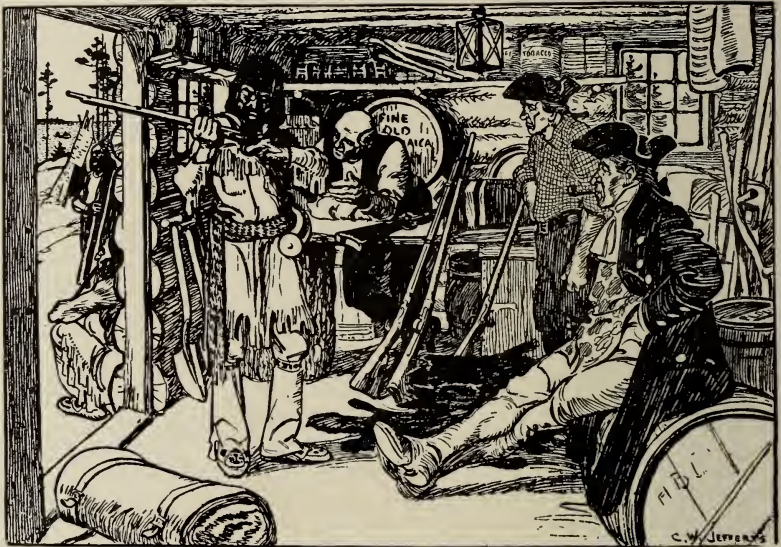
We read that “Brown's Chocolates have the name on every piece.” This is no doubt a very excellent thing for a chocolate

to have—but don't you think you would want some more convincing argument why you should buy them?

This condition is, to a certain extent, the result of the policy of "Scatteration."

The advertiser figures that his appropriation will permit him to run a fifty line advertisement in a list of papers all over the country.

He doesn't consider whether he can put sufficient salesmanship into that space to make readers desire his goods. His one thought is to spread his advertising from Halifax to Vancouver.



A Store in Canada after the American Revolution, when Free Traders were creeping in from the United States.

The fact that the space he buys is not large enough in which to print a convincing story does not detract from the glory of being a national advertiser.

They'll tell you that brevity is the soul of advertising. But don't you believe it. They don't know. They are merely saying something which they believe to be smart.

The advertisement that sells goods is the advertisement that tells its story completely.

Make every advertisement a complete selling argument for your goods.

Make every reason for purchase as strong as you can.

Quantity AND Quality

Would an industry which employed one thousand Chinamen be considered by a community as desirable as one which employed one thousand English-speaking mechanics?

Of course not.

Two papers of equal circulation may be of vastly different value to the advertiser.

What makes the difference?

It's the buying power of the man that measures his value to a community as well as to an advertiser.

The Globe

Gives the advertiser both Quantity and Quality. Through its columns it is possible to reach a larger volume of purchasing power than through any other medium in Canada.

Sworn Daily average, 52,000. Write for rates.

THE GLOBE,

Toronto.

Then prune out the unnecessary words and set it in the space it requires to make it look easy to read.

That kind of advertisement will carry conviction.

Business is good. "There is going to be a splendid trade this fall. We are not accepting many orders for future delivery because we don't want to do so at the present prices. We are satisfied that they will be a good deal better in a few months. We have been established about a year in Canada, but trade conditions this year are very good. We are very much pleased at the increase all round during the last three months especially."—Mr. George A. Schmidt, Manager (Canadian) H. W. Johns, Manville Co.



Business is good. "Business is as good now as it was in the good year, 1907. Prices are better and the demand is good. We could sell more pressed brick than we are able to turn out."—Mr. John McBain, Sales Manager of the Milton Pressed Brick Company.



Business is good. "This has been a first-class season for business with us. The demand for pressed brick has been good all summer in Toronto, and there is now a growing demand from outside points. We believe that business will continue good this fall and next year."—Mr. R. L. Simpson, of the Toronto Fire Brick Co.



Business is good. "The chemical trade is in a very healthy condition. The prosperity of the manufacturers in general who use chemicals in their work is causing a good demand for our products. Sales are good and everything looks fine. Things are back now to where we were before."—Mr. W. P. Cohoe, of the Chemical Laboratories, Limited.



Business is good. "Business is one hundred per cent. better than last. There has been a steady improvement from month to month. Conditions are good both in the East and West and there is a general feeling of optimism. There is a lot of business in sight in the West particularly on account of the prospect for a big crop. As for the future, we hope to about double our business next year."—Mr. M. A. Kennedy, Manager Dominion Automobile Company.

Business is Good

Not the least interesting feature Winnipeg presents to the visitor from the East is the number of familiar names on Portage avenue and Main street business places. Very many of the more well-to-do residents continue to be customers of Toronto houses. Ever increasing mail-order business has compelled many of them to establish western branches, and the latest to do so are the well-known furriers, Fairweathers, Limited.

Their opening was a greater success than might have been expected, perhaps because their name and high standards have been well known throughout the west for many years. "Fairweathers Furs" is, of course, a feature of the new store stock, as well as the exclusive styles in ladies suits, coats, waists, dresses, hats, gloves, etc., for which the Toronto store is characterized. The new store is situated at 297-299 Portage avenue.



Business is good. "The general condition of our trade is better both in regard to electrical machinery and mining machinery for the Cobalt country. Business has been increasing straight along since the first of the year. We find there is optimism all along the line. Things generally are in good shape and the outlook is very promising."—Mr. H. L. Shepard, of the Allis-Chambers-Bullock Co.



Business is good. "We find a considerable improvement all along the line. This began last March, and has been becoming more marked as time went on. We are now getting back to normal conditions again. The outlook for the fall is good and we feel that the improvement is permanent."—Mr. C. M. Murray, of the Chapman Double Ball Bearing Co., Limited.



Business is good. "This has been an unusually good year for the automobile business. It has been better than 1907. We are practically sold out now. In some models we were unable to fill all the orders we received. Present conditions are very satisfactory and the outlook is certainly good."—Mr. T. A. Russell, Manager Canada Cycle and Motor Co.



Business is good. "Since the first of January we have been running to our full capacity. Business seems to have been plentiful from all quarters."—The Gale Manufacturing Co., through Mr. George Gale.



... THE ...

Montreal Star

Spells Success.

“Success” has always been the distinguishing feature of The Montreal Star. Its unequalled news service, its clean advertising columns, its progressive policy and its enterprising methods have given it a place, as a newspaper and as an advertising medium, above and beyond all other Canadian papers, and have earned for it the unquestioned title,

Canada's Greatest Newspaper

Facts, figures and general information of interest and of value to advertisers supplied on request by the

Advertising Manager,

Star Office, St. James Street, Montreal.

THE HOME JOURNAL

FOR

INTENSIVE ADVERTISING

When you buy space in a medium whose every reader is a possible purchaser of your product—that's Intensive Advertising. The manufacturers of goods used by women, children, and in the homes, realize more strongly to-day than ever before that to "get results" they must use publications that are read thoroughly by women.

THE HOME JOURNAL, with its 25,000 paid circulation, is obtaining better results for advertisers of articles for women than publications with four times its circulation and of greater cost. If you want the proof we can give it to you. Seventy-five per cent. of the purchases for the home and family are made by women.

There is no waste circulation when THE HOME JOURNAL is used; every reader is a prospective buyer.

Our advertising rate to all is ten cents an agate line.

Sample copies, paid circulation statement by provinces and counties, or any other information sent on request.

W. G. ROOK, Advertising Manager.

THE HOME JOURNAL

59-61 John Street, - Toronto, Canada

Collier's "Furniture and Hardware Special"

THE great bulk of the business in the October 2 issue of Canadian Collier's will be made up of the advertisements of furniture, house furnishings and hardware for the home. The grouping of this class of advertising in this special issue is a definite service to our readers; it gives them a great number of suggestions of real value for home furnishing.

For the very reason that it is a service to our readers, this "Furniture and Hardware Special" is a service to our advertisers. The tremendous buying power of over thirty thousand homes is sufficient argument.

Advertising forms close September 18th.

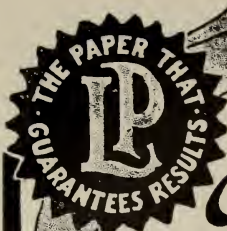


E. C. PATTERSON

Manager Advertising Department
NEW YORK BOSTON CHICAGO

A. H. BLIGHT

Canadian Advertising Manager
47-51 King Street West
Toronto.



Results Guaranteed

THERE are very few newspapers in Montreal or in Canada whose position is strong enough to enable them to guarantee results to advertisers. Of these few, LA PATRIE is the first that has felt prepared to come out and make such a guarantee.

During the past year, many letters of appreciation from leading advertisers have been published, expressing their satisfaction with the result produced by their advertising in LA PATRIE. These are only a few of a large number of similar letters on file, received from advertisers in every line, local and foreign, who have thoroughly tested the advertising columns of LA PATRIE, and found the results highly profitable.

The Explanation

LA PATRIE produces these results for its advertisers because it has both Quality and Quantity of circulation. It is read by all the best purchasing classes in Montreal and other cities of Quebec province, and gives advertisers better value than any other French newspaper published in Canada.

Advertisers are invited to investigate LA PATRIE'S circulation, both as to quality and quantity, and to satisfy themselves that it is all the publishers claim — and more.

Every business man should investigate before signing a contract for advertising. Newspaper values are constantly changing, and what might have been a wise policy five or ten years ago may be quite the opposite to-day.

Investigate! Don't take statements for facts until they are proven, and remember

“La Patrie Guarantees Results”

That explains the rapid and steady increase of advertising in

La Patrie



WALTER E. GUNN IS IN THE EAST

Telling advertisers of the marvellous prosperity of the prairie provinces and the pre-eminence of

CANADA - WEST MONTHLY

IN WESTERN CANADA

Put it up to him to show you that our magazine runs finer art, stronger text and cleaner advertising than any other Canadian publication. Circulation sworn.

VANDERHOOF-GUNN COMPANY
LIMITED
WINNIPEG, MAN.

Alberta is now reaping the greatest crop in its history. It will have more money per head to spend in the next year than any other Province in Canada.

THE CALGARY DAILY HERALD

is recognized as the leading newspaper between Winnipeg and the Coast. Advertising in it will pay. You can get full particulars and rates direct from the office or from any authorized advertising agency.

IDEAL CONDITIONS FOR ALBERTA TRADE

Bountiful harvest, prosperous citizens, progressive merchants and profitable advertising in : : : :

The Edmonton Journal
MORNING EVENING WEEKLY

M. R. Jennings, Editor and Man. Director, Edmonton, Alta.

COBALT

Now is an especially good time to concentrate your fire on Cobalt.

THE DAILY NUGGET

will carry the story of the value of your goods to everybody in this rich and famous mining camp at a minimum cost. THE NUGGET is the *only daily* paper in the Cobalt district and has a guaranteed circulation of 10,000.

Now's a good time to boost your trade in Cobalt.

Rates and full information on request.

THE STANDARD

KINGSTON, ONT.

Daily and Semi-Weekly

Established 1810

The Leading Independent Conservative Newspaper

Clean, Conservative and Reliable

**Present Sworn Circulation over 2,500 and
Steadily Growing.**

BUSINESS IN CANADA

ALL the indications point to a marked revival in business in the fall and winter of this year. This is especially true of Canada. With a view to learning how merchants and manufacturers in the City of Toronto view the business possibilities of the immediate future The News, through its reporters, procured a large number of interviews representing varied lines of business. These interviews were published from day to day on the front page of The News, and have now been compiled in pamphlet form, a copy of which will be sent on application to the Advertising Department.

THE NEWS — TORONTO'S HOME PAPER



Read in Nine Provinces.

The CANADIAN COURIER is the only illustrated National Weekly published in Canada.

Ninety-five per cent. of the COURIER circulation is delivered directly into the homes.

The distinctive value of the COURIER is proven by national advertisers, who use its columns as consistently as they do national newspapers.

The Canadian Courier

12 Wellington E. - - Toronto

The Western Home Monthly

The peoples' favorite magazine. Circulation, 35,000.

To use its advertising columns is to invest money to the very best advantage.

Just read the following from one of the largest users of space in Canada, and one of the most experienced advertisers.

BLUE RIBBON LTD.,
Importers and Manufacturers,
Teas, Coffees, Spices, etc.
Winnipeg, July 26th, 1909.

Western Home Monthly,
City.

Dear Sirs:

We notice on looking over our accounts that we have been using the Western Home Monthly pretty regularly for nearly four years. The fact that we are now running full pages every issue speaks louder than mere words as to our high opinion of it as an advertising medium for any goods of merit.

Yours truly,

BLUE RIBBON LIMITED,
Per J. H. Morrow.

RATES.

Single insertion, 15c. per line (agate).

1,000 lines and over (to be used within one year) 12½c. per line.

POSITION 25 per cent. extra.

14 lines to the inch, 180 to the column, 720 to one page.

HOME PUBLISHING COMPANY

Winnipeg

-

-

-

Man.

**Letters from
Experienced
Advertisers
No. 9.**

PREVIOUS LETTERS:

1. Pedlar People, Oshawa.
2. H. O. Mills, Buffalo
3. Lever Bros. (Sunlight Soap)
4. National Cash Register
5. Page Wire Fence Co..
6. Dominion Automobile Co.
7. Brantford Starch Co.
8. Mason & Risch Piano Co.

THE LEE-HODGINS COMPANY, LIMITED,
PEMBROKE, ONT.

H. C. Dare, Esq.,
Managing Editor, "Newspaperdom,"
New York City, N.Y.

Dear Sir:

Answering your favor of the 17th inst., we are entirely satisfied with the service given by our Advertising Agents, Messrs. J. J. Gibbons, Limited, Toronto.

We like this Agency for the reason that it brings results, and we believe the results obtained are largely due to the keen interest which the Agency takes in the welfare of its patrons, and the thorough manner in which it makes itself familiar with every detail necessary to insure success.

Yours truly,

THE LEE-HODGINS CO., LIMITED,
Thomas W. Lee,
Manager.

J. J. GIBBONS LIMITED

ADVERTISING

TORONTO **MONTREAL** **ST. JOHN, N.B.**
119 Wellington St. W. La Presse Bldg. Ritchie Bldg.

OCTOBER, 1909

Economic Advertising

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WOODS-NORRIS LIMITED

Publishers

MAIL BUILDING,

- -

TORONTO, CANADA

THE HOME JOURNAL

FOR

Christmas Advertising

If you have anything to sell that women buy for their own use or for the use of others, you should tell the women about it in THE HOME JOURNAL.

The best evidence that we can give of the high estimate advertisers place on THE HOME JOURNAL is that in our September issue we carried eight pages more advertising than we carried in our August issue.

The November issue will be enlarged to accommodate the advertising, and our December issue will be a double

Christmas Number

Many of our readers and advertisers were surprised at the high character of our September issue, but the Christmas number will eclipse anything of its kind in Canada.

Date of issue, 25th of each month for month following. Forms close 10th of each month.

• Reservations for space should be made at once.

Ten cents a line is our rate to all.

Sample copies, circulation statement, by counties and cities and any other information sent on request.

W. G. ROOK, Advertising Manager.

THE HOME JOURNAL

59-61 John Street, - Toronto, Canada

A Profitable Service

Newspaper and periodical space costs *you* thousands of dollars annually. That investment *should* yield tangible net profits—if the space is properly filled.

Filling space profitably is not an easy job. *Your* strongest selling arguments *must* be clearly, frankly and forcibly stated. *Your* advertising *must* reveal the perfections of your product—*your knowledge of the goods.*

The man who fills your space *must* keep in touch with you, because the *facts you know* about your product *are the facts* the people want to know. And these facts must be translated into the everyday language of the people.

We have perfected an unique service. It will pay any manufacturer to learn more about it—from those *who have tested it*—before placing his appropriation for 1910.

WOODS - NORRIS LIMITED

Mail Building

TORONTO



The KEYNOTE

of PRINTING EFFICIENCY is

PERFECT PLATES

Our THIRTY YEARS' EXPERIENCE as

ELECTROTYPERS and STEREOTYPERS

has taught us just what a perfect plate is and how to make it. We make them for advertising, job, book or wood printing, embossing, stamping, or in fact any kind of plate used by a printer.

For *Advertising purposes* (when advertisements are run in series and a quantity required) we make a special plate to fit our patent base. Ask for quotations.

As Advertising Agents

we are prepared to estimate on Advertising for any publication. Get our prices. We'll save you money.

The Central Press Agency, Limited

70-76 Pearl St., TORONTO

F. DIVER, Manager

MONTREAL OFFICE - - - 107 St. James St.
WINNIPEG OFFICE - - - 175 McDermott Ave. E.

Expense or Investment ?

Many of the men who started using space in one or another of the Maclean Papers years ago are using it yet—only *more of it*. Results have proven to them that such advertising is a dividend-producing *investment*, not an expense.

Doesn't it stand to *reason* that properly prepared copy placed in a medium read by people who are particularly interested in the article advertised *should* produce results?

These are our papers:

The Canadian Grocer	Hardware and Metal
Dry Goods Review	
The Canadian Millinery Review	
Bookseller and Stationer	Printer and Publisher
Canadian Machinery	The Power House
Plumber and Steamfitter	
Financial Post	Busy Man's Magazine

Moreover, our Ad-writing and Art Department will write and illustrate your advertising, charging only actual price of cuts. Write us for a Sample Copy.

The MacLean Publishing Company
LIMITED

Publication Office, 10 Front Street East, Toronto

Montreal Winnipeg Chicago New York London, Eng.

The Strongest Medium In Canada, without exception

is LA PRESSE, Montreal's great French daily. Those who are best acquainted with the Canadian advertising field, especially Quebec province, know that there is one medium they *must* use, if they are looking for the best results. This is LA PRESSE, the paper that has

The Largest Circulation In Canada, without exception

In point of circulation, there is absolutely no comparison between LA PRESSE, with its 100,000 daily, and any other Canadian newspaper. As a producer of results, LA PRESSE excels all other papers as far as it leads them in circulation. Most advertisers consider the use of any other French newspaper in Montreal simply a duplication of circulation and expense.

La Presse

makes no vague statements or indefinite claims. Its circulation, stated in plain figures, and the testimony of hundreds of advertisers who use its columns year after year, are sufficient proof of the supremacy among Canadian newspapers.

Economic Advertising

T. Johnson Stewart - - - - - Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	\$20.00	\$110.00	\$200.00
1/2 page	12.00	60.00	120.00
1/4 page	7.00	36.00	70.00
Subscription price, \$1.00 per year, 10c. the copy.			

Vol. 2. Toronto, October, 1909. No. 2.

Straight Talks

ART IN ADVERTISING.

IT is just beginning to dawn on big successful advertisers that art has usurped the place of good strong selling copy during recent years.

There are those who still maintain that design is the important thing about all advertising—the allied trades or professions make this inevitable. But, men capable of analyzing the effect of all sorts and conditions of publicity will admit that “advertising design” has become too large a factor and solid, truthful, interesting talk about the goods too small a factor.

The man who attracts most attention on the road is seldom, if ever, the best salesman. The legitimate work of the artist in advertising is to illustrate the story told. The illustration or general design, which makes the mind wander away from the facts of the story, is imperfect.

The artist too often makes it his business to outshine the copy writer and of course that is not his business at all.

American ad-men in particular have paid too much attention to design during the last decade. It has been allowed to usurp too much of the advertising field. It

obtrudes itself on the eye, forcing attention to itself instead of rivetting in the mind of the reader the facts contained in the copy.

It would be easy to pick out at least two Canadian campaigns being carried on at present where the ad writer has been compelled to fill in arbitrary designs. This is disastrous. It is not our intention to belittle the work of the artist. That it must be relegated to its proper sphere is evident.

The campaign, wherein art predominates, may be effective. It may create the buying impulse—does sometimes actually sell goods. But it is at least reasonable to assert that a strong selling argument logically arranged and illustrated would sell more goods.

A POINTER FOR CANADIAN ADVERTISERS.

The biggest and most successful American advertisers, manufacturers whose appropriations are handled by big American agencies in the States, place their Canadian business through Canadian agencies. Why? For the simple and conclusive reason that these experienced advertisers know very well that the practiced Canadian agent knows more about conditions in this Dominion than any American agent is likely to know. The practice of notable American agents is to place the Canadian business of their clients through Canadian agencies. This is merely an evidence of the business sagacity of the American advertising agent. The problems of the United States field are big enough and broad enough to tax the ingenuity and resourcefulness of the ablest men in the business. They haven't the time to master conditions governing foreign markets in their entirety. And therefore they place the Canadian business of their clients through Canadian agents. The inference is plain.

ADVERTISING—A NATURAL LAW.

When Lord Rosebery said "Advertising has become

the law of Nature in the twentieth century," it is more than possible—indeed it is quite probable—that he did not realize the significance of his remark. Commercial success lies along the line of least resistance. Advertising creates a magnetic force that no saleable, high-grade article can withstand. The line of least resistance for the merchant and manufacturer, who would reach the success goal, is the advertising way.

Strange, is it not, that the layman should recognize the effectiveness of advertising so much sooner in many instances than those whose commercial success depends solely on a liberal and judicious use of printer's ink? Whatever our attitude towards advertising may be, the stress of competition makes it an absolutely necessary element in every sagacious business policy.

THE WHOLESALER INDISPENSABLE.

"The jobber has been a success because he has been the salesman, but now that the manufacturer wants bigger profits he's taking the business which has been done by the jobber."

Ten years ago business systematizers were going to obliterate the jobber—squeeze him out of the scheme of distribution entirely. But the reports of the jobber's exit from the scene, like Mark Twain's death, were greatly exaggerated. In quite a number of lines the crowding out of the wholesaler goes on merrily because the manufacturer sells direct to the dealer. The middleman must go where he is not a necessary link in the distribution of the world's merchandise.

Consumer advertising has made scores of manufacturers very independent gentlemen. But—big wholesalers scented this trouble years ago and as a result they have pushed their own brands so that the changing conditions have not affected them very seriously, except to increase their competition.

Under present conditions the jobber who wants to

succeed must either adopt a trade-mark and buy his goods in the open market, or he must have his goods manufactured for him by contract; then he practically becomes a manufacturer himself.

Some wholesalers have fortified their position during recent years by aggressive if somewhat unscientific advertising. They have kept pounding away at the dealer with circulars and follow-up letters as well as trade paper advertising, but just how much of their success may be attributed to this eternal hammering cannot be definitely stated. However, it is quite apparent that the wholesaler's position is more impregnable to-day than ever before for the very simple reason that he and all his facilities are required by the manufacturer and dealer alike.

The article on wholesale consumer advertising appearing on another page of this issue, should be interesting to every Canadian jobber.

THE VALUE OF A TRADE-MARK.

The value of a brand is absolutely determined by the knowledge the consumer has of it. Therefore, the value of Canadian wholesalers' brands is little since they are not known to the consumer. However much the retailer might be inclined to push the special lines of his favorite wholesaler, he can make very little impression on the customer who comes to his store to buy the advertised article. And it would be poor business policy to even try. Besides, the merchant prefers to sell the advertised article all the time because it is advertised.

PAUL JOHNSON ON THE JOB.

Paul Johnson's returned from the frozen North, looking chirpier than ever. The next issue will be brightened, illuminated, lit-up by an article from his facile pen, entitled "The Laplander as an Advertiser." He dictated the Fillers for this issue. They are copy-righted. He

closed the seance by declaiming Commander Peary's beautiful and touching ballad:—

“The girls who dwell in Labrador
Don't give the frozen mitt.
The maidens coddle all the more,
The further north ye git.”

“When Bishop Berkley said ‘There is no matter’ it was no matter what he said.”

If a man wants to forge ahead in this world he must keep his colors flying all the time.

If you want your fair share of this world's goods, hustle like Hamiltonians and advertise.

The salesman who does not believe in advertising has about as much business on the road as a chorus girl has in the pulpit.

Eve was the first advertising man. Being an amateur, she led Adam a merry dance and promptly exhausted his bank balance.

The men who gets there never looks as if he were in a hurry. Unless there's grey matter directing the hustle the hustle is merely escaping steam.

There is a tide in the affairs of the shrewd advertiser which, when taken at the flood, leads on to fortune. The amateur finds the same tide leading to—God knows where.

“Turnips should never be pulled. You should always climb the tree and shake them down.” Despite Mark Twain's reputation as a sage, it is a sign of business sagacity to pull *your* goods through the dealer's store—right off his shelves—by judicious consumer advertising.

Total U. S. Imports for 1908, \$167,035,947. Why?

All That Against a Stiff Duty in Favor of the Domestic Manufacturer. Also in Spite of the Preference Extended to British Goods. The Knowledge We Have of American Manufactures—A Rational, if Partial Explanation.

THE Briton has finally discovered that preferential tariff is not the open sesame to the markets of the Dominion so many politicians and a few statesmen suppose. The London *Daily Mail* has a special commissioner in this country for the purpose of gathering information "as to why the United States and other foreign manufacturers figure so largely in Canadian imports, while, in view of the tariff preference, British imports seem so small."

The following table is copied from the *Globe*, Toronto, for the sake of lucidity:

CANADA'S PURCHASES FROM THE UNITED STATES.

Agricultural implements	\$ 1,902,642
Animals	2,603,135
Books and printed matter	2,448,175
Brass and manufactures of brass	1,436,851
Breadstuffs	6,677,166
Cars, autos, etc.	3,137,065
Chemicals	2,765,876
Coal, anthracite	13,543,968
Coal, bituminous	16,730,450
Coke	1,483,392
Copper	2,292,739
Cotton, manufactures of	9,328,878
Fibres	1,721,695
Fruits and nuts	3,860,807
Furs and fur skins	1,618,993
India rubber, manufactures of	1,156,825
Instruments, scientific	1,708,751
Iron, manufactures of	37,922,712
Leather, manufactures of	2,674,772
Meat and dairy products	3,653,596
Oils	3,063,540
Paper, manufactures of	2,304,652
Seeds	1,002,592
Tobacco	1,792,530
Wood and manufactures of	9,081,391
Totals	\$167,035,947

It is hard to believe that a man of Lord Northcliffe's business sagacity does not clearly perceive the reasons that cause Canadians to buy so largely from Uncle Sam without appointing a special commissioner for the purpose of finding out.

There's a physical or geographical reason. Obviously we can buy what we want in the United States and have it delivered much quicker than if we bought in the British market. While some British products may be better in quality the average citizen does not know anything about that.

Then few British manufacturers realize the big buying capacity of the Dominion. They do not seem to realize that our buying capacity is increasing by tens of millions annually. Americans practically capture a market by storm. That's not British tactics. The American is daring. The Briton is cautious. This explains, in some degree, why the big Republic is the first commercial nation of the twentieth century thus far.

The real explanation of the Dominion's big consumption of U.S. goods lies in this item:

“Books and printed matter—\$2,448,175.”

It's the printed matter that turns the trick—the periodical and magazine advertising imported from the States. The average Canadian is far more conversant with American than British publications. American advertising appeals more forcibly to us than British. Imagine the immense amount of money we pay annually for American periodical literature! It is impossible to think that the constant bombardment of American advertisers through American publications is not effective. The imposing array of our imports from the United States goes to prove that it is.

What about the Canadian manufacturer? While we're willing to extend a cordial preference to British products, the English manufacturer cannot expect us to buy goods we know nothing about. But—if the methods

of British manufacturers are somewhat silent and sleepy what can be said in favor of Canadian manufacturers who so timidly support Canadian publications—the *only* publications that *can* compete in Canada with American periodical literature, as far as creating the buying impulse is concerned.

Is it utterly impossible for the Canadian manufacturer to reduce imports? Buy abroad we must. But it is reasonable to assert that when we're buying almost \$38,000,000's worth of iron manufactures abroad annually we are not producing all we could. And what's the matter with our leather manufactures? Cannot we shoe our own people? Surely we could; but there's only one Canadian shoe that the average citizen knows anything about. And he knows lots about at least a dozen brands of American shoes. Should we import millions of dollars' worth of animals, or breadstuffs, or automobiles? Should we not get busy in British Columbia, where the best fruit lands on the continent are, instead of importing almost four million of fruits and nuts from the States? Just imagine Canada importing a million and a half dollars' worth of furs from the States! And the comparative silence of our fur manufacturers!

Canadians are generous buyers. They have more to spend per capita than any other people on earth. While Canadian manufactures cannot meet the demands of the



Suppose Men Had the Say

Suppose men ordered the food, or that men were the cooks. Let us look at the facts about pork and beans and judge what the men would do.

To bake beans at house means some sixteen hours of making, including boiling. Men would never take this.

It means a hot fire maintained for hours. Men would smother at the cost of the fuel.

Then the waste must be eaten at once, else they can't keep it on hand for an opportune time that may arise a while later in advance.

The top half are cringes, and the middle ones muddy and molten. That is all due to dry heat.

And the men are not bakers, not made up to it. Not half enough heat is applied. The result is often serious and sometimes fatal.

How long would the average man bother to make such an unwholesome dish?

Suppose a man, after finding this out, should read one of these ads of Van Camp's.

He would learn that Van Camp's are baked in steam, at a heat of 245 degrees. This heat breaks the

particles in the digestive juices can act. The beans don't ferment and form gas.

The steam even roasts the beans unbroken. The beans are moist, yet not large and whole. And the tomato sauce is based on steam as per a delicious steam.

What would a man do when he learned these facts and compared them with home-baked beans?

He would buy Van Camp's and try them. If he found them as good as we claim them to be, he would buy a dozen cans at a time.

He would keep them on hand. And whenever he wanted a meal as a hurry he would have it on the pantry shelf.

For a man would not be bound by traditions. He would have no old ways to cling to, and longer. His idea would be to get the best possible dish in the easiest way that he could.

So will you, Mrs. Housewife, if you'll once compare a can of Van Camp's with any other beans that you know.

VanCamp's PORK AND BEANS

Beans are 84 per cent nutriment, beef which costs three times as much. It's a pity to spoil such food.

It has taken 40 years to learn how to bake beans as good as Van Camp's.

We buy only the choicest of Michigan beans. Then we pick them over by hand, leaving only the choicest, the plumpers, the fatter ones.

Such beans cost four times what some beans would cost, but they're worth it.

Our beans aren't a mere mix of white potatoes, dependent on the season. They are picked when the price fairly spikes.

It costs us five times what common water cans, made of re-use from a cutting factory.

Beans, when prepared in this ideal way, form Nature's choicest food. Compare them with other brands. Compare them with home-baked beans. Then do as your judgment tells you.

Three sizes: 10, 15 and 20 cents per can.

Van Camp Packing Company Limited Indianapolis, Indiana
A Good Ad.

home market, yet it is a certainty that aggressive advertising of domestic products would cut down our imports by a considerable margin.

The ultimate wealth of the Dominion will depend in no small measure upon the attitude of our manufacturers to advertising. While we remain bashful or too dignified to make a reasonable and judicious use of printer's ink, our imports will go on mounting up. The main reason why Canada bought \$167,035,947's worth of American manufactures last year lies in the fact that while we know much about United States products we know very little about many similar products "made in Canada."

Advertising will never wipe out our imports. It certainly will reduce them. Since the preference has failed to save the Dominion markets for British manufactures when competing with well advertised American lines, isn't it about time for the domestic manufacturer to show his hand—tell the people of this country exactly what they want to know and what they should know about his goods?

The man whose faith is built on the rock-bottom of reason is *always* an advertiser.



The practical advertiser is the coolest of scientists. He *does* things because he knows the reason why.



When an American millionaire toots his fair daughters all over Europe in a big touring car—that's advertising. Although the girls get what they want "It" sometimes doesn't pay.



You have heard of a man failing in business. He starts again and succeeds. Because an advertising campaign fails, or seems to fail, is no logical reason for a belief in the futility of advertising.

Current Advertising

Being a Few Gentle Remarks and Mild Criticisms for the Good of the Cause. Samples of Good Advertising will be Carefully Considered and Commented on in this Department.

THE old Scot who declared that all whiskey was good, but some of it better than others, might have said the same thing with equal force about the ad-

vertising of the beverage. The Corby ad is a great improvement on most whiskey advertisements. We are safe in predicting that if Corby's whiskey is as good as this advertising the present newspaper campaign will prove effective. The generous offer of the distillers lends considerable strength to the copy. Indeed, some will think that the ad writer has not taken full advantage

MAKE US PROVE IT

A Man is often known by the hospitality he dispenses.

You cannot afford to slight your guests by offering them a characteristic beverage.

Proclaim, our cultured taste. Serve Corby's "Special Selected" Rye Whiskey.

No other Whiskey can give such warmth to your hospitality.

Corby's "Special Selected" is the "De Luxe" Whisky of the Century. It marks the spot where progress halts. Science, Skill and gentle Care create superiority in

Exceptional age, quality and purity are merged into a delectable flavor that lingers long and longingly on the palate of the connoisseur.

Our prudent house is that no matter how much you pay, nor how particular you are, you cannot possibly buy a better Whisky.

The other day our distiller said "If every man in Canada once tried Corby's 'Special Selected', this distillery wouldn't be half big enough."

This gave us an idea—to make it easy for you to put the burden of proof on us.

"Put up 100,000 sample bottles" we said, "and we will undertake to distribute them among 100,000 men who are open to conviction."

The managers are other replicas of our quart bottles, even to the distinctive stamp, which bears the Government guarantee of the age of the contents.

They are the proof we offer that Corby's "Special Selected" is the best of all Rye Whiskies.

We are now ready to make good our claims.

Send us on a Postcard your name and address with the name of your dealer, and we will arrange for him to deliver you one of these sample bottles free. You will be pleased with it.

Then prove the quality to your own satisfaction.

We will shade by results.

Address: The Managing Director, H. Corby Distillery Co., Ltd., Montreal, P.Q.

CORBY'S OF CORBYVILLE For Over Half A Century.

25

of Corby's generous mood. An exact replica of the miniature bottle would have made this ad more attractive and at the same time cleared away the mists that hang about this "show me" proposition. "Make Us Prove It." What are you going to prove? Don't have us digging deep into the ad before we know your problem. Tell us at the beginning. However, this advertising as it stands is good and strong enough to put it up to Corby's whiskey. The sales will depend on the quality of the beverage.

There are now four claimants for North Pole honors.

Mr. Dooley puts in a reasonable claim for the medal. He



The dash from the North Pole by Peary and Cook with the spoils. Save the coupons for premiums. White Swan Washing Powder is guaranteed as the best soap powder manufactured. Sold by all good grocers everywhere. Send for catalogue of premiums. It is free. B. C. Soap Works, Victoria.

mos. A good deal might have been made of this idea. An art critic declares that the illustrations are good. Perhaps they are; but one might be forgiven if one failed to notice any particular beauty about them. We're glad that only a tattered flag of White Swan Washing Powder was found on the rim of the world. Had the Vancouver man discovered a Caledonian Club up there it would have only destroyed the illusion of the serene and unvarying shrewdness of the Scot.

It is quite possible to advertise ranges differently and better. You'll remember the famous Pandora series of last year, wherein the ladies of the Dominion took off their hats to the McClary range. The big manufacturers have at last realized that advertising means something much more than a brilliant and unique idea. They now use good strong selling arguments. The Pandora ad shown is one of the series of excellent advertisements now running in the newspapers. It talks cooking capacity. The series comes very near proving that the

says that both Cook and Peary are untruthful—qualifying the statement by calling them natural born liars. But—the advertising man of the B.C. Soap Works throws his cards on the table face up. He did not bury his data beyond Etah. He brought it right along. And you'll perceive that he didn't forget his Eski-



Cooks on top of the stove, bakes in oven at same time

You can cook your turkey pot-hole and bake in Pandora oven at same time—and get perfect results. That's because cooking stoves in this baking oven. Flues are so constructed that heat passes directly under every pot-hole and around oven evenly before passing up chimney. No wasted heat—instead lust does double duty saving Pandora owners both time and money.

**McClary's
Pandora
Range**

Pandora range is the best cooking apparatus in Canada.

The Imperial Oxford ad, on the other hand, certainly fails to do justice to the Gurney range. The illustration has been conceived by a man who has never given a moment's thought to the reasons that appeal to a housewife—the causes that influence a sale. The artist has defeated the object of the ad writer. The writer wishes to impress his readers with the fact that an Imperial Oxford range is easily kept clean. The first thing that a woman would infer from this illustration would be that the Imperial is difficult to keep clean. She'll notice the nickel parts lying about and that will be sufficient for her. But—should she read this ad through she would hardly decide in favor of the Imperial Oxford anyway. Because there isn't a single selling argument in the whole

ad. "Beauty and Brightness" do appeal to women. But the caption is so blurred here with useless lines that one cannot make it out without an effort.

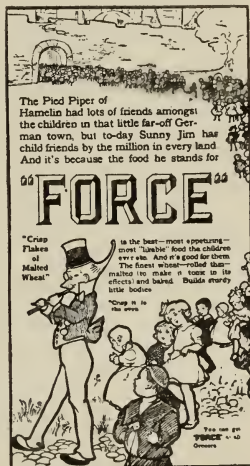
The kindest critic would find it hard to pass any favorable comment on this Hartt Shoe ad. It is purely and simply a waste of space. A popular, or well known phrase may be sometimes paraphrased effectively. In this case the paraphraser has man-

aged to effectually hide his meaning. But this is just the kind of ads brilliant minds will sometimes evolve. They can't help it. Now, this same Hartt Shoe has several

outstanding characteristics. These could be translated into strong selling arguments. The Hartt Shoe may beat clogs or snowshoes in "the good old summer time." It may beat dancing pumps in the frozen north. But we do not know. It's a dark secret. The Hartt Shoe beats a mysterious something, but it would never do to let shoe buyers into the secret.

Sunny Jim is risen from the dead. His resurrection was not anticipated. Long ago the sweet reasonableness of Matthew Arnold caused us to firmly believe that miracles never happened and do not happen now. But—how account for the reappearance of Sunny Jim? The "Force" people surely have forgotten the dictum of Abraham Lincoln—"You can fool some of the people all the time. You can fool all the people some of the time. But you cannot fool all the people all the time." As an advertising possibility Sunny Jim is a tremendous fraud—a colossal hoax. He's the most improvident figure in the advertising world. Sunny Jim never induced anybody to buy Force. The silly drivelling copy wrapped about this quaint figure is in harmony with his idiotic appearance. "Buy Force—crisp flakes of malted wheat"—these words have sold all the Force that Force advertising ever sold. Sunny Jim should be sunk into oblivion for all time. He is merely representative of the earliest efforts of the modern advertiser.

While there is nothing wondrously attractive about this Floorglaze ad, The Imperial Varnish Company know it to be paying publicity. It is just probable that the body matter of the ad is too much broken up with illustrations, but that is merely an opinion. The claims made



Floorglaze
The Perfect Floor Finish

ONE WAY TO SAVE WORK

The Imperial Varnish & Color Co. Limited
Toronto - Canada

for Floorglaze must appeal forcibly to all cleanly housewives. These claims are reasonably and convincingly presented and we can readily believe in the effectiveness of this kind of advertising.

Dress, a magazine for men, illustrating the new 20th Century brand, and published by The Lowndes Company, Limited, of Toronto, is one of the most attractive style books we

have seen this season. It is something a great deal superior to the ordinary style book and easily deserves the title of magazine. The chapter on "The Importance of being well dressed from a Social and Business Standpoint" is strong, convincing advertising. The work of the artist is also highly commendable.

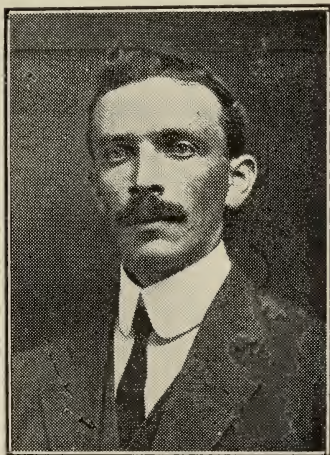
"Miss Remington explains the New Model No. 10" is the title of a new booklet being distributed amongst business men by the Remington Company. For condensed clarity Miss Remington's description of the "points" that sell this excellent machine would be hard to beat. The young lady declares: "The New No. 10 Model has all the splendid points that my old Remington had and a dozen others that no writing machine has ever had. Certainly I will be glad to tell you all about the New No. 10." The book is handsomely illustrated and we may safely assert that Miss Remington will prove to be the most effective "Salesman" the big typewriter company ever employed.

All men have their price, excepting Montreal aldermen and Chicago copy writers.

About Men and Publicity

DURING the past few weeks several changes have taken place in the personnel of the staff of some of the Montreal newspapers. Among these is the appointment of W. J. Healy to the advertising staff of *La Presse*, Montreal's big French daily.

For the past five years Mr. Healy has been associated with the advertising interests of the Montreal *Star*, where, among other things, he has had charge of the department of advertising promotion. He is now taking charge of a similar department recently organized by *La Presse*, whose commanding position in the French field parallels that of the *Star* in the English field. Modern methods of publicity, applied to the marketing of that most valuable commodity—advertising space—are coming to be considered quite as necessary in the case of a large newspaper, as an advertising department is to a large manufacturing concern. Mr. Healy brings with him a wide knowledge of these methods, as well as of the general advertising field, and his efforts, applied to a strong medium like *La Presse*, give every promise of a large measure of success.



The Montreal *Witness* office was badly damaged by fire on the evening of September 23rd. Temporary quarters have been secured in the office of the Montreal *Gazette*. It is pleasing to note that, even while the fire

was raging, the publishers of the *Witness* received offers of assistance from the proprietors of practically every paper in the city, French and English alike. The progressive management of the *Witness* may be expected to be back in a thoroughly renovated or an altogether new building at the earliest possible date.



Mr. J. H. Woods, managing director of the Calgary *Herald* spent a few weeks east last month and purchased a large quadruple press. Things are going some in Calgary.



Mr. H. Gilbert Nobbs, Holbrook's manager for Canada and the United States, returned last month from a three months' trip to Great Britain and Europe. Mr. Nobbs has made a big success of Holbrook's on this continent and now ranks amongst our big national advertisers.



An important meeting of the Directors of Canadian Billposters and Distributors Association was held in the Windsor Hotel, Montreal, in September. It was attended by Messrs. Tom J. Naylor (President), Deseronto; W. W. Scane (Secretary), Chatham; C. C. Lindsay, Winnipeg; E. L. Ruddy, Toronto, and A. Jacques, Ottawa.



Mr. Walter Gunn's (of *Canada West*) announcement of his Eastern trip in the last issue of ECONOMIC ADVERTISING has proved satisfactory and effective. Other Western managers undoubtedly would find a similar announcement equally gratifying.



Mr. Austen Briggs joined the staff of J. J. Gibbons, Limited, some time ago. Mr. Briggs will conduct the copy department of the eastern office of this agency. His experience should make him a valuable man.

Wholesalers Who are Important Advertisers

An Article from Printer's Ink That Every Wholesaler in the Dominion Should Read. The Success of Lord & Taylor's Aggressive Advertising Tactics Clearly Explained by Their Advertising Manager.

JOBBERS and wholesalers have been much criticised for stagnancy and worse ever since advertising has become a strong manufacturing policy. Among the hundreds of large and important distributors there have been few who realized their exceptional advertising opportunities.

Jobbers "brands" there are by the thousand—but they are branded more for trade identification than for the consumer's edification. What is a "brand" to a consumer when he has no further information?

Considering that the wholesale distributors represent the selling end of manufacturing to a considerable, sometimes entire extent, it is most surprising that they have not realized their strategic position. Since a trade-mark means a standard of quality rather than mere making by any particular manufacturer, the wholesalers have had in their hands an enviable chance to create the standard of quality through a consumer trade-mark and secure distribution for it through their own organization. Manufacturers who are willing to sink their own individuality and make the goods can always easily be found.

However, there are a few conspicuous exceptions among wholesalers to the general semi-antagonism and miscomprehension of advertising. Among these are Lord & Taylor, New York, who are wholesale distributors, de-

partment store owners, and local and general advertisers, all in one.

It was rumored during the tariff controversy that Lord & Taylor, importing a quarter of all the hosiery coming to the United States, would be hard hit by tariff restrictions, and that advertising would be curtailed. On the contrary, Lord & Taylor say they expect to import more fine hosiery under the new tariff than under the old, and consequently to advertise also more extensively.

“‘Onyx’ hosiery has been on the market for twenty years or so,” says George A. Weinman, advertising manager. “‘Merode’ underwear is approximately ten years younger. The business in each started in a small way and has grown to enormous proportions. Every indication is that present sales of about \$7,000,000 in both specialties will soon be left far behind.

“Our trade in these two branded textiles has been built up entirely as the result of persistent advertising and strong sales organization. What has been accomplished, of course, could never have come to pass if we hadn’t had something of real merit to advertise and sell. Having the merit, it has been judicious, continuous advertising that has been the chief factor in Lord & Taylor’s success.

“The first advertising of ‘Onyx’ hosiery was done in a very small way in 1887. We then used a little space in the *Dry Goods Economist* and the *Dry Goods Chronicle*, our entire advertising expense not being more than \$17 to \$50 a week. About 1891 or 1892 we got up our courage and actually spent as much as \$4,000 on various forms of advertising. This was altogether to the trade, mostly in the form of electrotypes for dealers’ use, circulars and other trade helps.

“In June, 1895, Lord & Taylor contracted for space in the *Ladies’ Home Journal* for ‘Onyx’. This was the concern’s first magazine advertising. Since then the use of magazine space has gradually expanded until a very

large part of the present annual advertising expenditure of from \$100,000 to \$125,000 goes into mediums of this character. Newspapers have never been used for our national advertising, although many dry goods merchants scattered throughout the country have from time to time given publicity in their newspapers to our brands.

"We have no stated advertising appropriation. Close track is kept of the amount of business done from month to month and the advertising is governed accordingly. The more business done in our brands, the more they are advertised. We have no special plan of campaign, generally speaking, but are always looking for new ideas and using them for the best results when we find good ones.

"When the 'hard times' came a couple of years ago, and business concerns everywhere began to retrench and lop off expenses wherever they could, the question whether their advertising outlay should be materially cut down arose with Lord & Taylor, as it did with hundreds of other large advertisers. The caliber and the progressive, aggressive character of the management speedily evidenced itself, however, in a decision not to decrease, but to increase, the advertising.

"Instead of slowing down, the advertising department put on 'full steam ahead.' Every dollar that could possibly be got for adding to the pulling power of the house's publicity was placed where it would do the most good. The result more than justified the course taken.

"The consequence was," declares the concern's advertising manager, "that the difference in 'Onyx' and 'Merode' sales between our banner year and the worst year in recent business history was practically infinitesimal. Actually our falling off was less than three per cent. This was at a time when many wholesale establishments were suffering a loss of trade, not infrequently as much as 50 per cent. Is it any wonder that we are believers in advertising?"

When the brand was first put upon the market and

for some time after that, all "Onyx" hosiery was imported. A large proportion of the goods still come from abroad, Lord & Taylor being the importers of 25 per cent. of all the hosiery brought into the country. A good deal of high-class hose manufactured in America, however, is now sold as "Onyx" and a large part of the total sales under the brand is made up of domestic goods. "Merode" underwear is an exclusively American product. As a result of its extensive advertising it has made considerable progress even in the conservative London market. It has been made a leading line at Selfridge's big store, where it has been attractively featured in window displays and otherwise.

Persistent general advertising and good salesmanship have made these brands immensely valuable to the New York concern, which now proposes to "cash in" still further on the advertising and trade-mark value of the goods by getting better class retail dry goods merchants to go down into their own pockets and defray part of the cost of local advertising.

"You would not expect to get much heat out of your furnace by filling it with ice, nor can the dealer who refuses to advertise well-known brands expect better results," say Lord & Taylor to the dry goods merchant. "Of what use is it to stock your shelves with goods of special value, and not tell the public about it?"

Various expedients are used to bring the dealer to the advertising point. One of these is a plan by which the wholesale house, in order to get the merchant started in advertising, sometimes helps to pay for the advertising.

In their special campaign to lead the dealer by gentle and easy stages to advertise their hosiery and underwear, Lord and Taylor do not stop at merely helping out with the newspaper publicity plans. The concern has been using for several years in the New York city street cars a series of striking car cards. To retailers in other cities desiring to take up street car campaigns, these

cards or others like them are furnished free of charge in such quantities as may be desired, the dealer's imprint being printed on each.

"I don't know of a better 'clinch' for magazine advertising than good street car advertising," says Mr. Weinman. "If you are trying to reach women, they are especially effective. Women generally take in everything that is to be seen in a street car anyway—first the men and women in the car, then the advertising signs. And if there has been any little change in a card or a design—it doesn't make any difference how small—a woman will be pretty sure to notice it."

Be sure the goods are right, then, sling printer's ink!

Artists, parsons, poets, doctors and lawyers are licensed to lie—otherwise advertising men would like to be known as professional men.

The craving for an unearned increment is an awful thing. I once knew a young man who advertised for a rich old party of the feminine gender and got her.

They *are* selling docked baboons at Selfridge's, in London. And yet one meets a man occasionally who declares that advertising doesn't pay.

There's a tombstone maker in Toronto who has started an aggressive advertising campaign—direct appeal stuff at that. Talk about your monumental nerve!

Opportunity may knock at every one's door once or twice in a lifetime. The advertiser collars opportunity every day of his life.

Young men, get ad wisdom! Woo the goddess of publicity ardently. She only loves those who are determined to succeed.

Advertising a City

*An Interesting and Instructive Article
by Percy F. Godenrath. The Progressive
Methods Adopted by Vancouver
Tourists' Association for the Purpose
of Exploiting the Terminal City.*

TO charter an ocean-going steamer, the Rupert City, and engage a regiment of citizen soldiery for the purpose of dedicating an arch in a neighboring city of a foreign country was the crowning achievement of a series of brilliant publicity schemes carried out by the Vancouver Tourist Association at Seattle during the Alaska-Yukon-Pacific Exposition. No city on this continent has obtained, in the opinion of the writer, so much lasting advertising as the City of Vancouver, Western Canada's metropolis in the making. The citizens of Vancouver, when the proposition of advertising was first mooted by the Tourist Association, came loyally to its support, and within a few weeks raised twenty thousand odd dollars, as a guarantee fund to carry out the work of exploitation not only of the home city, but the whole of the Province of British Columbia.

The Alaska-Yukon-Pacific Exposition has several weeks more to run, but there is to-day not a business man in Vancouver who has not been visibly affected on the right side of the ledger by the substantial volume of new business brought to his store, his hotel, his livery stable, or his office as the case may be, and not only has the campaign proved an immediate financial success for the amount invested, but has placed Vancouver in the lime-light of publicity to such an extent that for years to come the work of the Tourist Association will be felt effectually. Crowded hotels, dozens of sight-seeing tally-ho's and big electric carryalls continually packed, and "S.R.O." signs at theatres and places of amusement—all testify

to the excellent work that has been achieved by the Association for the "Terminal City."

To enumerate the methods by which the Tourist Association attracted these visitors, investors and new permanent citizens on the one hand and heralded world-wide the name "Vancouver" on the other, there was primarily a liberal use of printer's ink, supplemented by the erection of a magnificent arch on the corner of Third and Marion Streets in Seattle, bearing the legend "Welcome to the Pacific Northwest, Vancouver, B.C." This arch was so centrally located in the Exposition City, and of such beautiful lines, that it attracted daily the attention of tens of thousands of pedestrians visiting the Exposition, besides being seen by other thousands of visitors from the street cars which passed the arch at the rate of eighty-four cars to the hour. Immediately adjacent to the arch, the Vancouver Tourist Association has maintained offices for the purpose of supplying literature and giving information to Exposition visitors to induce them to visit Vancouver before returning home.

Embraced in the publicity scheme was the preparation of scores of illustrated articles which were supplied to the press by the Publicity Department of the Alaska-Yukon-Pacific Exposition and printed as "news," and in its various publications, such as the "Fair That Will

We could sell Five Roses much cheaper—but under another name.

There are very many processes in FIVE ROSES milling
Each with individual complications
Having Immense Influence on the Finished Article—
To make or near its Quality

Said a Grocer—
"Yes, I believe FIVE ROSES flour
to be the best ever. But it's too dear
for my trade. You see, my customers
want a good flour costing—why,
maybe a dollar less than ROSES.
"Fit the price, and I'll fit the sale."
Well, we could fit the Price—sell
FIVE ROSES cheaper, ever so much
cheaper

By cheapening FIVE ROSES
If we saved in wheat buying and
grating, in expediting and cleaning
in polishing and grinding
If we then added more "savings"
taken from good men's wages, taken
from quality in packing and packages
We could sell FIVE ROSES, maybe
one dollar a barrel less
And it would sell like hot cakes at the
"redution"
Because of Past Performance when it
cost More—when it was worth More
When it was really FIVE ROSES,
not "near-good" flour

And so it never got a Repeat.
And it never got a Repeat.

We'd both be living on a Lost Reputation.
Sister Living, Brother Grocer.
We'd go longer "be there with the
goods," neither of us.

Aren't we both in business the Keep-
Brother Grocer?
Are YOU going to Buy your flour
men as a First Complaint Buy?
That's why the FIVE ROSES man
dard can't be broken
Because the confidence of our Retail
ers and the Consumers in FIVE
ROSES' quality is worth more to us
than Introductory Sales, which could
not be backed up with Results
Immediate Profit holds no Compensation
for Lost Trade.

When you think of the high grade
material, the high grade men, the
care and expense concentrated on
FIVE ROSES—
You forget the small difference in
Initial Cost.
You are not tempted by a Cut in Price
due to a Cut in Quality.
You feel a genuine interest in buying
FIVE ROSES to your trade—speak
as though you expected an order
You get it, Brother Grocer—and
again and again.

You have lost money and confidence
by not selling FIVE ROSES sooner
But it is not too late to catch up
Is it, Brother Grocer?

LAKE OF THE WOODS MILLING COMPANY LTD.
MONTREAL—WINNIPEG
Makers of Five Rose Flour

A Good Trade Ad.

Be Ready," all containing crisp information on Vancouver.

In Seattle, one hundred stands of 24-sheet posters gave a continuous showing for four months offering sight-seers inducements to visit the neighboring British City.

Besides the publication of different pamphlets, folders, guides, the use of bill boards and large panoramic views, every week saw brief sketches on Vancouver in the leading Seattle dailies. The theatre programs too carried bright talks, and even the Tacoma "sight seeing" excursion tickets and the announcers were made good use of to advertise Vancouver.

Tourist and information bureaus of the various trunk railways entering Seattle, the Canadian, the Vancouver World, the Grand Trunk-Pacific Railway, and the Canadian Pacific Railway buildings at the Exposition grounds all carried printed matter setting forth the opportunities Vancouver has for the tourist, the investor, the manufacturer and the working man.

But the greatest feat of this campaign, which placed it in the sphere of an international effort, was the dedication of the arch on August 21st, and its presentation to the City of Seattle, the news of which was not only covered by telegraph in the press of the continent, but was featured in the daily papers in Seattle with illustrations. Hundreds of thousands of picture post cards of the arch have been sold by dealers, and in addition to the thousands that will be made by amateur photographers, will for many months carry on a quiet but effective campaign for the benefit and added glory of Vancouver.

The man to whose genius and ability for creating and carrying out so thorough and systematic a campaign the principal credit is due is Dr. Elliott S. Rowe, the energetic Secretary of the Tourist Association.

To the loyalty of those enterprising citizens of which the Vancouver Tourist Association is the guiding spirit

—the men who furnished the necessary sinews—every credit is also due, particularly to the President, F. J. Proctor, and his active associates, who backed the Doctor in this campaign of exploitation, which has placed Vancouver before the eyes of the people of two continents, and made it the Mecca this season of countless thousands of tourists, who in turn will go forth as earnest missionaries to preach the gospel of its intrinsic worth and future greatness.

The business man who does not prove the value of advertising for himself may look hopefully forward to oblivion.



There's just one bad thing about good advertising. It links us up with *the root of all evil* quicker than anything else in the world.



Uncle Sam's folks are a mighty people. They can lick the whole gol-darn creation—at some things. The North Pole may be consoling *in the future*.



A man may *seem* to be successful. His business may *seem* to be going ahead; but—unless he's an advertiser—his stability as a factor in the world of commerce is about as sure and certain as the stability of an ice palace.



Newspaper advertising costs too much for experimenting—it is mistaken economy to try it to-day and stop it to-morrow. The wheels of business should never stop and the whole machine is out of gear unless the big advertising wheel is always turning. A constant ad works all the time and charges no overtime. A good many men have yet to learn that anything that improves the appearance of the store, shop or factory, is good advertising.

Canadian Magazines

Being the Third of a Series of Articles on Canadian Magazines. The Development of the Magazine Marks a New Era in the History of the Dominion.

UNTIL a little over two years ago the mails of this country were overrun with printed matter brought in under the postal convention with the United States and carried free by the Canadian Government from one end of the country to the other. A large proportion of this mail matter has been described as worse than trash, and on this account Postmaster-General Lemieux set about relieving the Post Office Department of a grievous burden and the Canadian home from a most undesirable and dangerous influence.

The postal convention was abrogated in May, 1907, and American papers mailed to Canada had thereafter to pay the regular printed matter rates. Of course the same rule applied to Canadian publications mailed to United States points.

This action of the Post Office Department constituted the first modicum of protection extended in this country to the newspaper and periodical business, which previously was subject not only to absolutely free trade conditions, but was seriously handicapped by the fact that American productions, which had their first cost of editorial, art and mechanical work met by the home field, were only thus at an expense of extra presswork and paper to extend their circulation into Canada with all the prestige their larger home enterprise gave them.

With the slight advantage accruing from the equalizing of postal conditions, Canadian publications of the magazine type showed almost immediately a marked disposition towards recuperation and development. New enterprises were organized and older ones took a new lease of life.

It was owing to the opportune action of Postmaster-General Lemieux that the *Home Journal* emerged from an insignificant twenty-five cent periodical of uncertain standing to a twenty-eight page paper equal in contents, typography and illustrations to some of the brightest of its competitors from across the line. In a single year, notwithstanding the doubling of its subscription price, the circulation increased fifty per cent., and by the end of the following year it doubled. This fact is mentioned merely to show that the Canadian public were ready to respond to the policy of the Canadian Government of encouraging Canadian publication enterprise. It also demonstrated the fact, corroborated by many letters received by the *Home Journal*, and doubtless other Canadian periodicals, that the people of this country have begun to demand reading matter sympathetic in tone and spirit with our Canadian life and institutions. The very best of the literature that reaches us from the other side of the line, designed as it is for American readers, must necessarily contain a great deal of matter from time to time that is not only lacking in interest to Canadian people, but too often offensive in sentiment.

Notwithstanding the increase in postal rates, it is estimated that over half a million a month of American magazines still enter this country. This would seem to suggest that there is quite an extensive field for Canadian magazine enterprise still unoccupied.

Canadian manufacturers have an opportunity to demonstrate through Canadian periodicals and newspapers the efficacy of the "Made in Canada" appeal. The large imports of American and English specialties that reach Canada are to be largely credited to the extensive magazine advertising done by foreign concerns in the half-million publications circulating through the country every month. A campaign to make Canadian products known to the Canadian people through Canadian channels ought to cut down these imports considerably.

Salesmen and Advertising

A Letter from a Salesman and Comments Thereon. Letters from Salesmen will be Appreciated and Carefully Considered. The Names of the Writers will not be Published unless they so desire.

THE other day a droll letter reached the editor from a salesman. It is well worthy of comment. This is the gist of it:—

“Sir,—‘The House’ has been passing along your little publication for the last few months. Keep up the good work. Our people want all the business they can get, but —if they cannot get it in *a dignified way* they don’t want it. And they think that advertising is *not* dignified. They haven’t spent a dollar in advertising ever since I joined the sales force. They do not seem to realize that ‘The House’ must advertise, if we are to have any chance of holding our own on the road.”

That last sentence is important. The salesman is absolutely right. If he were up against personal appeal and *that alone* he declares that he could hold his own with the best on the road. “But,” he continues, “our competitors *are* aggressive advertisers. The dealer is compelled to stock the best advertised lines or lose trade. And we are losing ground—*our grip*, simply because ‘The House’ is too dignified to fight competition with modern weapons.”

It is certainly droll, although it is a serious matter for the salesman. But let us figure out in cold matter-of-fact language what the maintenance of “The House’s” *dignity* will mean from a purely commercial standpoint. Suppose there are three houses in the same line, “A,” “B” and “C.” “A” is an old established firm. A few years ago it seemed to control the field entirely. “B” and “C” have struggled through the primary stages of commercial existence unnoticed. The latter firms realize

The Globe

(October 1, 1909.)

ADVERTISING FOR SEPTEMBER.

As far as the advertising columns of The Globe may be taken as an index of business conditions, indications are that already the commercial world has got beyond what were considered the boom figures of 1906-07. The figures which follow indicate:—

First: That business in Canada is at concert pitch.

Second: That Newspaper Publicity in Canada is more popular than ever before; and,

Third: That The Globe is still, as it has been for sixty-five years, the head and front of practically every general advertising campaign conducted in Canada.

Advertising in The Globe for September.

	Columns
1906	1,297
1907	1,251
1908	1,104
1909	1,372

The above statement for the month of September is only one more indication of The Globe's increasing advertising patronage for every month of this year, as the following figures show:

	1908. Columns.	1909. Columns.
January	1,081	1,175
February	1,180	1,199
March	1,091	1,284
April	1,104	1,331
May	1,105	1,405
June	1,209	1,428
July	1,042	1,323
August	1,047	1,215
September	1,104	1,372
Totals	9,963	11,732

An average increase of nearly 200 columns a month.

that their only chance for lasting success depends wholly on the adoption of progressive methods. They study the American field systematically. They perceive that the firms that are forging ahead south of the boundary are precisely the firms that invest a certain percentage of their net earnings in judicious advertising. "B" and "C" put on advertising campaigns in Canada. "A" smiles wisely in that good old dignified way. Nothing serious happens for a year or so. But finally the cumulative effect of "B" and "C's" advertising begins to tell. They make quite apparent inroads into the market that "A" supposed he had nailed down for all time.

But that is not all. "A"'s best salesmen agitate for advertising as an auxiliary to "The House's" selling organization. "The House" still remains on the dignified perch of custom and precedent. And its best salesmen desert—join forces with more progressive concerns.

Let's drop the curtain! The majority of Canadian business men are intelligent enough to carry out the analogy to its logical conclusion.

Old ideas may be preserved in solitude. When one mixes with the throng—enters the grim competition of commercial life one must adopt new ideas—new methods, or calmly yield the sceptre of business supremacy to more progressive rivals.

Modernism may cause consternation in the religious world. Study and adopt its theories *we must* in business affairs.

Only through publicity do men become great. Only through publicity can religious and political principles be advanced. Only through publicity can we let the whole world know of the magnitude, resources and possibilities of this magnificent country of ours. Only through publicity can we develop our industries and expand our commerce to their fullest glory and thus command tribute from all the nations of the world.—T. S. Fetting.

Canadian Collier's Community

CANADIAN COLLIER'S subscribers are not the rich exclusively—and the poor cannot afford it.

Among its thirty thousand substantial homes are many mechanics and salesmen who have the desire and means to subscribe for the National Weekly. Every one of them lives at home. Their confidence in Collier's is also extended to Collier's advertisers.

This portion of Collier's subscribers may not be buying automobiles, yet they are constantly looking for household goods, wearing apparel, foods, and any other staples that will contribute comfort to their living.



E. C. PATTERSON

Manager Advertising Department
NEW YORK BOSTON CHICAGO

A. H. BLIGHT

Canadian Advertising Manager
47-51 King Street West
Toronto.

SOMETHING YOUR CUSTOMERS WILL READ.

Is your catalogue A REAL LIVE SALESMAN ?

**Does your style book IMPRESS men and women—
CREATE the buying impulse ?**

**IS IT—catalogue or style book—A CREDITABLE RE-
PRESENTATIVE of the house ?**

I can convey YOUR selling arguments to your probable customers—make them read, consider and believe in these arguments.

By simply writing a live story about your product. Or a humanly interesting document about the development of your business and your business methods.

**Write “The Book & Catalogue Department,”
Economic Advertising, Mail Building, Toronto.**

COBALT

*Now is an especially good time to concen-
trate your fire on Cobalt.*

THE DAILY NUGGET

will carry the story of the value of your goods to everybody in this rich and famous mining camp at a minimum cost. THE NUGGET is the *only daily* paper in the Cobalt district and has a guaranteed circulation of 10,000.

Now's a good time to boost your trade in Cobalt.

Rates and full information on request.

Local and National Advertisers

USE SPACE IN

The Hamilton Spectator

because they know they are buying guaranteed circulation. Provide attractive copy. The Spectator will do the rest.

All Agencies associated with the Canadian Advertising Agents' Association and the American Newspaper Publishers' Association of the United States, recommend The Spectator.

High - Class FOR High - Class
Circulation Merchandise



has a proposition of vital interest to the advertiser whose problem lies in reaching the largest possible number of luxury-loving, money-spending people—at the lowest cost.

A half hour's chat with our Advertising Man may result in your acquiring some new light on this important point.

A request for such an interview will in no wise obligate you.

Saturday Night, Limited, Saturday Night Building
T O R O N T O

CHARACTER vs. CHEAP CIRCULATION

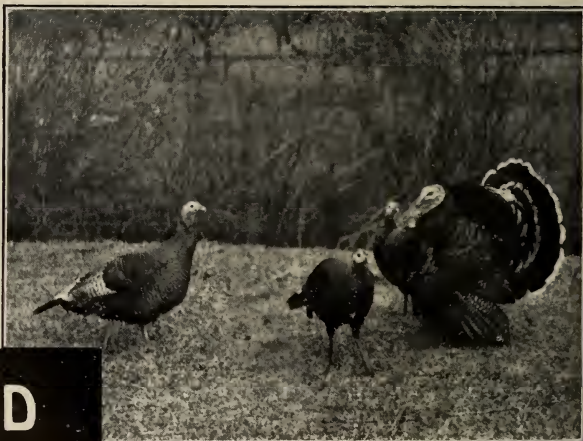
There is a difference between the hastily read street car, quick lunch suburban train read paper and the paper that is delivered into the home; the paper that is newsy and wholesome, that the men respect and the women admire.

The paper with the home circulation is carefully read, and therefore produces results for its advertisers for every dollar expense far in excess of the paper which is circulated only on the high-way.

The NEWS

IS TORONTO'S HOME
PAPER

We are
PROUD
of our
PLATES.
They are
Bright,
Deep-
Etched,
Clean
Printing.



**ACID
BLAST
PLATES**

Printing Plates etched by the
ACID BLAST PROCESS

are the acme of the engravers' art. We
are sole Canadian makers.

THE TORONTO ENGRAVING CO., Ltd.

92-94 Bay Street - - - - - Toronto

FOUNDED 1880

The Toronto World

MORNING and SUNDAY

The oldest one cent morning paper
in America.

The brightest and most generally
read morning paper in Canada.

Sworn Circulation

Average Daily Circulation from
Jan. 1st to July 1st, 1909. .**44,216**

Average Sunday Circulation from
Jan. 1st to July 1st, 1909. .**47,000**

All the big advertisers use its
advertising columns because it
pays. *Get our latest Rate Card.*

The World Newspaper Co'y, Toronto



WHY BE FLEECEED ?
 If you use poor illustrations
 you will be Shorn of your Business
 increase. We make illustrations that
 bring returns — at lowest prices.

WRITE FOR QUOTATIONS

Legg Bros. Eng. Co.
 5 JORDAN ST. TORONTO.





WALTER E. GUNN IS STILL EAST

telling advertisers of the prosperity of the prairie provinces and the pre-eminence of

CANADA - WEST MONTHLY

IN WESTERN CANADA

Put it up to him to tell you our story of exclusive reading matter, original art, clean advertising and sworn circulation.

**VANDERHOOF-GUNN COMPANY
LIMITED
WINNIPEG, MAN.**

Alberta is now reaping the greatest crop in its history. It will have more money per head to spend in the next year than any other Province in Canada.

THE CALGARY DAILY HERALD

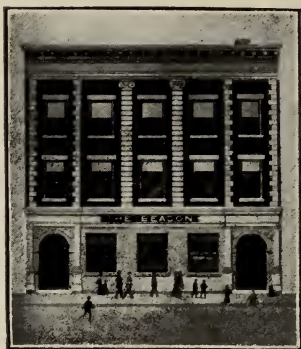
is recognized as the leading newspaper between Winnipeg and the Coast. Advertising in it will pay. You can get full particulars and rates direct from the office or from any authorized advertising agency.

THE STRATFORD BEACON

Weekly : Established 1854.

Daily : Established 1887.

DAILY AND WEEKLY



THE BEACON BUILDING
Erected in it's Jubilee Year

Circulates in one of the best districts in the Western Ontario Peninsula. Circulation guaranteed and sworn to. Any recognized advertising agency will show statement and quote lowest rates.

The Beacon does not sacrifice quality for quantity of circulation. It is a two-cent paper, and gives value for the money—both to readers and advertisers.

W. M. O'BEIRNE
Proprietor

30,000 Circulation.

THE FARMER'S ADVOCATE AND HOME JOURNAL

Is regarded by all to be head and shoulders above all competitors.

We furnish subscribers with the brainiest journal of its kind, and have the confidence of our readers and advertisers alike.

Our subscribers are wealthy, the model farmers in every district; what they purchase, others will purchase likewise. Get after them.

THE WILLIAM WELD CO.
LONDON, CANADA

In every city there is a progressive, go-ahead paper
—a paper that the advertisers want.

In Winnipeg It's **THE TELEGRAM**

It shows remarkable growth in circulation and volume of general advertising. Its exclusive home circulation is a big factor. The *Telegram*, daily and weekly, is seldom omitted from any campaign by an advertiser who has made a study of result-getting in Winnipeg and the West—the most prosperous field in all Canada. Hundreds of personal letters from advertisers sent on request. The *Telegram* has comparatively low rates, and the advertiser goes into morning and evening editions for one charge. If interested in this prosperous territory write any recognized advertising agency or

Business Manager, Telegram, Winnipeg.

IDEAL CONDITIONS FOR ALBERTA TRADE

Bountiful harvest, pros-
perous citizens, progressive
merchants and profitable
advertising in : : : :

The Edmonton Journal

MORNING

EVENING

WEEKLY

M. R. Jennings, Editor and Man. Director, Edmonton, Alta.

Canadian Farm

Read in Nine Provinces

is the strongest single advertising force reaching the farmers of the Dominion. It is not a magazine and not a periodical but a live newspaper of original type.

The "Canadian Farm" has already demonstrated its effectiveness as an advertising medium. The biggest and most successful national advertisers are using its publicity pages profitably.

If you want to reach farmers you cannot afford to ignore the selling power of the "CANADIAN FARM."

Sample Copy on Request

The Canadian Farm

12 WELLINGTON ST. E., TORONTO



Read in Nine Provinces

There's just *one* illustrated National Weekly published in Canada—*The Canadian Courier*. The *Courier* circulates all over the Dominion from ocean to ocean.

Ninety-five per cent. of the *Courier's* circulation is delivered by mail directly into the homes. Paid in advance subscriptions.

National advertisers use its columns consistently. Let the *Courier* carry *Your* selling arguments into the homes. Write us to-day—

The Canadian Courier

The Western Home Monthly

The peoples' favorite magazine. Circulation, 35,000.

To use its advertising columns is to invest money to the very best advantage.

Just read the following from one of the largest users of space in Canada, and one of the most experienced advertisers.

BLUE RIBBON LTD.,
Importers and Manufacturers,
Teas, Coffees, Spices, etc.
Winnipeg, July 26th, 1909.

Western Home Monthly,
City.

Dear Sirs:

We notice on looking over our accounts that we have been using the Western Home Monthly pretty regularly for nearly four years. The fact that we are now running full pages every issue speaks louder than mere words as to our high opinion of it as an advertising medium for any goods of merit.

Yours truly,

BLUE RIBBON LIMITED,
Per J. H. Morrow.

RATES.

Single insertion, 15c. per line (agate).

1,000 lines and over (to be used within one year) 12½c. per line.

POSITION 25 per cent. extra.

14 lines to the inch, 180 to the column, 720 to one page.

HOME PUBLISHING COMPANY

Winnipeg

-

-

-

Man.

**Letters from
Experienced
Advertisers
No. 10.**

PREVIOUS LETTERS:

1. Pedlar People, Oshawa.
2. H. O. Mills, Buffalo
3. Lever Bros. (Sunlight Soap)
4. National Cash Register
5. Page Wire Fence Co.,
6. Dominion Automobile Co.
7. Brantford Starch Co.
8. Mason & Risch Piano Co.
9. The Lee-Hopkins Co., Ltd.
Pembroke.

THE VAPO CRESOLENE COMPANY,
NEW YORK CITY.

Mr. J. J. Gibbons,
Toronto.

Dear Mr. Gibbons:

We wish to express our sincere appreciation of the most satisfactory way you have handled our Canadian newspaper advertising during the past ten years. You are to be congratulated upon the system you have evolved for furnishing copy to publishers in such a shape that there can be no chance for mistake, also for your persistent efforts in securing the lowest possible rate for our business.

We sincerely hope that your business will continue to grow as your careful and painstaking methods deserve.

Yours very truly,

THE VAPO CRESOLENE CO.,
"Albion L. Page," President.

J. J. GIBBONS LIMITED

ADVERTISING

TORONTO **MONTREAL** **ST. JOHN, N.B.**
119 Wellington St. W. La Presse Bldg. Ritchie Bldg.

NOVEMBER, 1909

Economic Advertising

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WOODS-NORRIS LIMITED

Publishers

MAIL BUILDING,

- -

TORONTO, CANADA

**Letters from
Experienced
Advertisers
No. 11.**

PREVIOUS LETTERS:

1. Pedlar People, Oshawa.
2. H. O. Mills, Buffalo.
3. Lever Bros. (Sunlight Soap)
4. National Cash Register
5. Page Wire Fence Co.,
6. Dominion Automobile Co.
7. Brantford Starch Co.
8. Mason & Risch Piano Co.
9. The Lee-Hodgins Co., Ltd.
Pembroke.
10. Vapo Cresolene Co., New
York.

**CITY DAIRY COMPANY, LIMITED
TORONTO.**

Messrs. J. J. Gibbons, Limited,
Toronto, Ont.

Gentlemen:

Our experience with your service has been quite satisfactory. We believe your work has been helpful in making our business grow. We are doing much more business than last year, and your handling of our newspaper advertising is credited with a fair share of the increase.

We have found you prompt, careful in taking instructions, and whether your work was closely supervised by us or not we have always felt confident that you would do and say the right thing.

We do not know of any one giving a better service than "Gibbons."

Yours very truly,
CITY DAIRY CO., Limited,
Chas. Ed. Potter,
Sec'y and General Manager.

**J. J. GIBBONS LIMITED
ADVERTISING**

TORONTO
119 Wellington St. W.

MONTREAL
La Presse Bldg.

ST. JOHN, N.B.
Ritchie Bldg.

—THE—

Christmas Home Journal

OUT DECEMBER 1ST, 1909

affords a splendid opportunity to tell the best women in Canada just how suitable your goods are for Christmas presents.



The best evidence we can give as to the popularity of The Home Journal as an advertising medium to reach women is that our October issue was crowded to the limit with advertising. We enlarged the November issue and still it was crowded.

Ask any Canadian Advertising Agency or any of our advertisers what they know of The Home Journal. We know you will become a permanent advertiser if you accept their advice.

The Christmas number will contain 52 pages, and as the demand for space is keen, reservations should be made at once.

No advance in advertising rates.

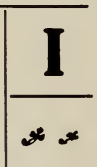
Large increase in circulation.

W. G. ROOK, Advt. Manager

THE HOME JOURNAL
59-61 JOHN ST. - - - TORONTO



What an Agency will do for you, Mr. Advertiser!



IT ESTABLISHES for you a single, instead of a divided responsibility in conducting your campaign and a uniform system of operating and accounting, and secures a degree of efficiency in both local and out of town publications that no independent association could obtain.

Hence it can be seen that the Central Press Agency is an *active agency* in securing for its clientele an *efficient service*, *best position* and insures *economy in the purchase of space*—the *three factors* which have made our *Advertising Department* sound and uniform in the minds of our many clients.

Let us show you how.

CALL MAIN 1871

The Central Press Agency, Limited

70-76 Pearl St., TORONTO

F. DIVER, Manager

WINNIPEG OFFICE - - - 175 McDermott Ave. F.

GREAT BARGAIN !

HUBER

Flat Bed Perfecting Press

Printing Both Sides of a Sheet $33\frac{1}{2}$ x 51 inches.

Press has Table Distribution and Air Cylinders and is in First-Class Running Order.

Now in Montreal.

FOR SALE CHEAP

For further particulars inquire of

R. HOE & CO.

504-520 Grand St., New York, N.Y., U.S.A.

**160 St. James St.,
Montreal, Can.**

**143 Dearborn St.,
Chicago, Ill.**

**7 Water Street,
Boston, Mass.**

8 Rue de Chateaudun, Paris, France Borough Road, London S.E., Eng.

Unparalleled Lead in Circulation

A glance at the following diagram, which is carefully drawn to scale, shows that, in the important point of circulation, there is absolutely no comparison between La Presse and other French newspapers of Canada.

CIRCULATION OF LA PRESSE

**Combined circulation
of the other French
daily papers of Mon-
treal.**

When an advertiser turns his attention to the French population of Canada, his first thought is, naturally, of La Presse. Its great circulation, its wide influence, and its national reputation as a producer of results, place it in a class entirely separate from that occupied by other French papers in its field.

After examining the circulation of La Presse, there is not one advertiser in a hundred who is not convinced that it is the one medium that he must use, if he wishes to reach the French population of Canada, with most profitable results.

With the advertiser, as with the reader

La Presse

is the first, the necessary consideration, and consequently stands at the head of the list in practically every advertising campaign whose aim is to reach the French speaking population of Montreal and Quebec province.

Economic Advertising

T. Johnson Stewart

Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	\$20.00	\$110.00	\$200.00
1/2 page	12.00	60.00	120.00
1/4 page	7.00	36.00	70.00

Subscription price, \$1.00 per year, 10c. the copy.

Vol. 2.

Toronto, November, 1909.

No. 2.

Straight Talks

THE SUCCESS OF YOUR CAMPAIGN

HAVE you carefully considered the many points which will make or mar the success of your advertising for 1910? Now is a good time to give some serious thought to the main essentials.

The size of your appropriation must be determined by the capabilities of your business—the capacity of your plant—the territory you desire to cover and the amount of money you can afford to invest in advertising.

Few Canadian advertisers—if any—are inclined to be extravagant. One might readily name a number of United States commercial institutions which have created big markets regardless of cost. Canadian advertisers, while not erring in this direction, are too prone to endeavor to cover the country with an appropriation which could not more than reasonably cover one province.

Concentration is the law governing successful advertising. It has been clearly demonstrated that concentration in production makes for economy and the highest efficiency.

Did you ever watch a game of checkers played by experienced players? No move is made haphazardly. The experi-

enced checker player's first business is to discover his opponent's weakness. Then his tactics are decided in a flash. Picturesque playing is not for him. His play is concentrated on a given point. The ceaseless attack throws the weaker player into a defensive position. Persistent effort to break through at a given point wins the game. The pieces are simply concentrated.

The advertiser—experienced or otherwise—will find it advantageous and profitable to discuss the size of his appropriation with a practiced advertising agent—a man whose business is sufficient evidence of his knowledge of Canadian conditions. If you cannot cover the country completely it is sound business sense to concentrate in your best territory—that territory which yields the biggest profits quickest. Once that territory is reasonably clinched—break into the next best territory, lowering your advertising expenditure gradually in the captured market until you have reached the minimum of expense with which you can safely hold the business. The growth of an advertising appropriation should always be in conformity with the normal development of a business.

* * *

The first essential then is a thorough understanding between the agent and the advertiser. It is best that the former should know exactly the requirements of the latter's business *in toto*. The pros and cons of the situation should be frankly discussed. The experienced agent is as apt to advise retrenchment as not. If he sincerely believes that the sum at the advertiser's disposal is not enough to cover the country he is bound to advise concentration.

* * *

After the amount of the appropriation has been decided upon, a comprehensive study of the product by the man who is to write the copy is desirable. Good advertising makes this point essential. The trained ad-writer stands between the advertiser and the consumer. If he has an opportunity of selling the article to be advertised so much the better. He

must, at any rate, be capable of selling the article or product. Somehow he must acquire all the enthusiasm of the trained salesman. And he must believe implicitly in the superiority of the goods—know positively that they are the best of their kind on the market.

* * *

The next essential is a careful study of the system of distribution in the territory tapped. Without this knowledge it is utterly impossible for any campaign planner or copy writer to work in harmony with the sales organization. His every effort and move must dovetail exactly with every effort and move of the selling force.

* * *

A study of one's audience, probable customers, is a bigger—more important essential than some copymen are inclined to think. But surely the point does not need emphasis. It is seldom that any one man can plan a campaign, write the copy and decide on every move by himself. The best and most profitable campaigns are the product of several experienced men. One man may produce a good campaign. Several practiced advertising men, after studying the proposition from all sides, make success a certainty.

* * *

There's one important essential too often overlooked. The dealer's hand is sometimes forced. That may be done successfully. But when it is so easy to gain his enthusiastic co-operation at the beginning of most campaigns it is pure foolishness not to do so. Line up the trade. Tell the merchant what you intend to do amongst his customers—how you are going to do it and *ask his advice*. Make him realize that you appreciate his business and that every dollar you invest in advertising is for your mutual advantage. The experience of the writer goes to prove that the merchant who hands out "just-as-good" articles knows little or nothing about the plan of the advertiser whose goods he keeps on a back shelf.

The degree of success you will attain as an advertiser will depend largely on your careful consideration of the important essentials we have noted.

* * *

WHOLESALE AND MANUFACTURER

In our last issue we quoted the following from a speech delivered by a well-known advertising man:

"The jobber has been a success because he has been the salesman, but now that the manufacturer wants bigger profits he is taking the business that has been done by the jobber."

It appears that that statement is rather misleading. While there are a number of lines wherein the jobber has been practically squeezed out by the more aggressive selling tactics of the manufacturer, especially in the States, yet there are good reasons for believing that the actions of some jobbers have compelled the manufacturers to go straight to the trade. The fear of elimination may have caused a few jobbers to become manufacturers, but that fear has never been well grounded. There are more than one or two big Canadian manufacturers who declare that their only resort will be to sell direct to the dealer where the wholesaler plainly fails to live up to the spirit of the unwritten law existing between the makers and the jobbers.

When the manufacturer's travellers cover the West, let us say, thoroughly and turn all their orders into the wholesale house in that territory, it does not seem fair that the jobber should manufacture a similar article for the purpose of filling such orders on any pretext whatever. The relation existing between the manufacturer and wholesaler, in some lines at least, seem to be rather complicated. We would be pleased to publish an article by one thoroughly posted on the subject.

* * *

THE LOCALISATION OF COPY

A subscriber once more touches on the advisability of giving more serious thought to this subject. He declares in effect:

"Canada is a big country with a constantly increasing cosmopolitan population. It is very evident that the appeal which may be effective in Quebec will hardly be effective in Ontario. The conservatism of the Maritime Provinces calls for special consideration, while the enthusiastic Westerner is a very cosmopolitan party."

Canadian agencies have realized this difficulty for some time. Although special copy for special territories demands vastly more service, the effective way our agencies have grappled with the situation deserves commendation.

F. W. Ayer, the well-known advertising agent, at the dinner in Philadelphia in honor of his firm's fortieth anniversary, said that to succeed in advertising required hard work.

"The successes in this business are stupendous," he said, "but some folks think they come easily. Some folks think that, working as Roebottom of Camden worked, a man can build up a great advertising fortune.

"Roebottom was a roofer. He was engaged on a Mickel street house. One day as he was lunching he was heard to give a yell of pain. 'What's the matter, Roebottom?' a carpenter asked. 'I got a nail in my foot,' the roofer answered. 'Well, why don't you pull it out?' said the carpenter. 'What! In my dinner hour!' yelled Roebottom reproachfully."

PESSIMISM HAS NO PLACE IN ADVERTISING.

Advertising, up to date, has portrayed life as people would have it. It has talked health and happiness. It has talked good cheer and sane philosophy. It has flattered at times, it may even have deluded, but the keynote has been that "the world is a good old world"—a comforting thought even when connected with a new breakfast food. Literature has grown morbid, despondent, erotic—advertising has remained steadily optimistic and interesting.

"Kicks and Halfpence"

Mr. Earnest Elmo Calkins has been Contributing a Series of Articles under this Heading to "Printer's Ink." We Consider this Article "Peppery and to the Point" and Well Worth Reprinting.

"As one goes from John o' Groats to Land's End one gets more kicks than halfpence."—Old Saying.

AFTER every big story which extends the scareheads of the newspapers there is an eruption of "hitching-your-wagon-to-the-star" advertising.

Just as soon as it was announced that Peary had discovered the Pole—I have my fingers crossed—the supplies and wearing apparel of Peary and his men began to be exploited by various kinds of advertising. For instance, in the street cars there is an advertisement of the Norfolk and Something underwear which the Peary expedition wore at the Pole. Nobody ever heard of this underwear before. This is probably its only outbreak into advertising, and is due to that particular twist in the minds of many manufacturers which leads them to think that if they can associate themselves with a much-talked-of event, they can get a great deal of advertising without paying for it. Of course, they cannot. The great chorus of "Peary wore me;" "Peary ate me" drowns out the others, and all this kind of advertising will stop within a few days.

Any concern which has not in years found any good reason for advertising until Peary discovered the North Pole in a union suit, or Roosevelt shot a rhinoceros with a repeating rifle, might just as well maintain its unbroken silence.

The Pianola is not in this class. It took very legitimate advantage of the fact that the Pianola furnished amusement on board the "Roosevelt" during the long Arctic nights, because this was merely one incident of a long, consistent and thoroughly good campaign. There is a big difference here. It is wise

of any advertiser who is doing advertising regularly to take advantage of anything, big or little, that brings his product, for the moment, in the public eye, but such a thing is not enough excuse for a solitary advertisement.

* * *

You see this sort of thing done in a milder way all the time. The attempt to use a popular slang phrase or a topical song to advertise an article which has no relation to the phrase or song, is a great waste of advertising energy. Such manufacturers are seeking a short-cut. They want to eat their cake and have it. They want advertising without paying for it. They are looking for the royal road. They should be told that every man who attains advertising success attains it by advertising well and continuously; that no great commercial success has been built up over night; that good advertising is the adding of one good ad to another day after day, week after week and month after month.

There is a world-worn phrase about the constant dropping of water on the hardest stone, which applies just as fully to advertising as it does to other fields of human endeavor. Nothing leaves so little trace on the stone as the effect of the first drop or, for that matter, of any one drop. It is the constancy of the dropping on the same spot that makes the impression. The last drop is no more important than the first.

It is strange how much many manufacturers are obsessed by the idea that something that is important to them is important to the public. A favorable court decision about some obscure legal point in their business is placarded broadcast, although it is of no interest to the public, and has nothing to do with the selling of the goods. A man who has been fighting an infringement upon his patents for years and who finally gets a favorable decision, rushes into print with this as his first advertising, without realizing that the great public has never heard of his goods and has never heard that they were infringed upon. This advertising is of the same class with that men-

tioned above—sporadic—here a little and there a little, but nowhere very much.

* * *

The advertising that followed in the wake of Roosevelt's hunting trip is another illustration of illegitimate advertising—advertising that is supposed to get the advantage that it does not get.

When Mr. Roosevelt secured his outfit from Abercrombie & Fitch it was a part of the agreement that the articles selected were not to be exploited as part of his outfit. This, of course, was a terrible damper upon the spirits of the various sporting goods manufacturers, and they chafed visibly. The magazines were full of advertisements which hinted darkly at the fact without openly stating it. In every way these advertisers tried to violate the spirit while adhering to the letter.

When the first Roosevelt article appeared in *Scribner's*, an allusion was made to a certain rifle by name. This was a magnificent advertisement of the piece in question, inserted in the midst of pure reading matter, and mighty interesting reading matter at that. The arms company was not even satisfied with this magnificent, gratuitous ad, but immediately rushed into the magazines with a page headed "Truth will out," and quoting the paragraph from the Roosevelt article.

Of course, it cannot be denied that there is a certain amount of good advertising in the use of this rifle by an experienced hunter, but it does look as if this were a violation of the agreement, and also as if it were a considerable straining of the point to make an advertisement. After all, Mr. Roosevelt does not pay any more for his outfit than the average good hunter. His opinion of a gun is not necessarily any better than that of thousands of other men who have successfully used this particular rifle. The selection of any article by a well-known man is not any greater endorsement than the selection of it by thousands and thousands of unknown men.

* * *

Mr. Peary, however astute he may be in discovering the

Pole, is not an underwear expert. He probably bought the particular suit he wore just as you or I buy our underwear, and he simply discovered the Pole in the suit he happened to have on.

Did you ever see a lot of actors manoeuvring to get into the limelight? These advertisers belong to that class—limelighters. The good advertiser makes his own limelight. Wherever Macgregor sits is the head of the table.

Just look over the advertising of the really great advertisers—those whose goods are household words, and whose announcements are seen in every good medium—and notice how little they have to use of other people's advertising. You do not find the National Biscuit Company claiming that King Edward prefers Nabisco Wafers, or the Curtis Publishing Company insisting that Mrs. Taft always reads the *Ladies' Home Journal*. These people know that millions eat their crackers, and millions read their publications, and that is the only thing that is worth while in advertising.

Business is good. "In our line there has been a very considerable improvement and conditions are much better than they have been for eighteen months. The upward tendency began about three months ago. We anticipate very good business as the bookings have been exceptional. The manufacturers with whom we come constantly in contact speak in an optimistic strain and their expectations as to the future are very bright."—Mr. Frank A. Rolph of Rolph & Clark, Limited.

Business is good. "Conditions of trade are very much better than last year, although not quite up to what they were two years ago. I am able to speak of the Dominion generally for we do business in nearly every town of moment in Canada. Things, however, are still quiet in the West."—Mr. W. P. Gundy, for the W. J. Gage Co., Limited.

Effective Soap Advertising

Toilet Soap, as a rule, is Well Advertised. Laundry Soap Advertising is Weaker. A Few Suggestions Which Might Strengthen Laundry Soap Copy.

SOAP is as old as our civilization, but only within recent years, comparatively speaking, has the product been perfected and widely advertised.

The soap magnates have built up world-wide businesses by persistent and systematic advertising.

The ad shown in Fig. 1 is a typical Pears' Soap ad. And the bare statement, "Pears—The Light of Beauty," is undoubtedly accepted as final truth by a world of women. The quality and the fragrance of this toilet soap accounts for its

popularity, but just why this big advertiser has never let the public into the secret of Pears' superiority remains a mystery.

Pears' Soap enjoyed wide publicity before competing manufacturers were alive to the necessity of advertising. The quality of the article pleased the people and this soap seems to maintain its handicap against as good soaps better advertised.

But—advertising is planned for the purpose of convincing people of the superiority of a given product as well as to attract attention. Pears' advertising only attracts attention—it proves nothing



for Pears' Soap. How then account for the immense sale of the article? The intrinsic merit of the product and the eternal reiteration of just such claims as made in this ad explains the international popularity of Pears' Soap.

Besides, the article is only ten cents a cake. Now when a woman reads that "Pears' Soap is used wherever people are careful of their faces, hands and complexion," or that "Pears' reflects Beauty," or a similar claim she decides to buy a cake without reading a wordy demonstration of the soap's superior qualities. And if the soap makes good, or seems to make good, she will continue to buy it. When the truth of a claim can be proved by a five or ten cent expenditure it is questionable if it is wise to try to prove much in advertising.

Don't Use Common Soap on Your Face

Common soap merely removes the dirt.

It is not made to do more.

No laundry soap is fit for toilet use!

The alkali burns and cracks the skin and causes roughness and soreness.



Infants' Delight Soap

not only cleans but stimulates and nourishes every gland in the skin of the infant or adult.

This soap is a pure combination of cocoanut oil and vegetable oils, with a small addition of boric acid—a harmless and healing cleanser—delicately perfumed with real Otto of Roses.

Notice, please, that unlike common soap *Infants' Delight* will lather freely, but the cake will remain hard and firm until reduced to the thinness of a wafer.

We put this soap through eight distinct aging treatments—equivalent to remaining six months on your shelf—the process takes twenty-one days.

Get a cake of your dealer today—10 cents everywhere.

10 Cents a Cake
At all Dealers

John Taylor & Co., Ltd.
Toronto



But—while a single claim does sell Pears' Soap, a similar claim would hardly sell any other soap on earth. The cumulative effect of Pears' publicity must be tremendous. The soap is good. Its soothing and healing virtues have made it famous. It is fragrant as roses and soothing to the softest skin. We believe all such claims. Pears' prestige is the cause. But—the unknown manufacturer cannot create a market for his produce that way. He must tell us a good deal about his soap—give sound reasons for his faith in the merits of his product—fill his advertising space with

informing, interesting, sales-creating copy.

You will note that the manufacturers of almost every other toilet soap on the market seem to believe firmly in informing,

reason-why copy. To make mere claims would be disastrous to most. The small Taylor Soap ads which have been appearing in the newspapers, are good samples of strong sales-creating copy. They certainly do tell us something about "Infant's Delight"—tell us enough to make us feel inclined to give it a good, fair trial.

The best soap advertising appearing in the popular magazines at present is that of the N. K. Fairbank Company's soap products. This company's ads are generally full page three-column announcements—a column being devoted to each product. As a rule, the "Gold Dust Twins" head the bill. We are assured that they will clean anything about the house that can be cleaned. We are told that Gold Dust is a life saver. It not only cuts dirt and grease like magic, but it also robs cleaning of all the terror of hard labor. It does more. *It sterilizes everything it touches*—an important point surely. Just think what this means. Sterilizing plates and chinaware, knives, spoons and forks—practically cutting off household sickness, certainly curbing the spread of it. Fairbank's copy does not make the most of this point. People are in the humor to realize the full significance of a cleanser which is also a sterilizer—a *germ destroyer*. "Fairy Soap" and "Sunny Monday" ads are unusually strong as a rule. "Fairy Soap is the only white floating soap *which is made from the highest grade of edible products.*" That sentence alone convinces the reader that there is nothing hurtful or spurious about the article. The familiar phrase, "Have you a little Fairy in your home?" is subtly suggestive and powerful in its appeal. Most homes have a little "Fairy," and after reading the ad we are inclined to believe that this soap will agree with and not irritate even the skin of the newborn babe. Fairy Soap advertising is the best toilet soap advertising we have seen. It strikes the happy medium between Pears' Soap advertising and the too wordy advertising of Palmolive.

Laundry soap advertising, as a rule, is less convincing than toilet soap advertising. Women want a laundry soap that will

rout dirt without injuring the fabric. They want a guarantee of the constituents of pure laundry soap. A laundry soap should save time, rubbing and wear in the washing. It should be entirely free from hurtful ingredients. The best laundry soap is the best cleanser with a minimum amount of work. It does not contain either free alkali or rosin. It should also purify and sterilize everything it touches without reducing the life of the fabric in the least degree. When these facts are embodied in laundry soap advertising in an interesting and informing manner, it will be much more effective. Of course it is understood that the adman knows his audience well. Also, the localisation of copy will add to the effectiveness of any laundry soap campaign conducted in Canada.

TAXES FOR ADVERTISING

Just at present the question of community taxes for advertising purposes is attracting quite a little attention. It is interesting to note in connection with this, that the town of Blackpool, England, has had in force for some time a tax rate of two pence, the revenue from which is to be used for advertising the resort and its attractions.



Before marriage a man's presents make the heart grow fonder—afterwards his absence is just as acceptable.



We don't know whether Adam got his wife through a judicial ad in a matrimonial paper or not.



Some men turn over a new leaf so often that they thumb-mark it beyond recognition.



It didn't strike old Bluebeard as inconsistent when the wind blew through his whiskers.



Some people are so windy we are surprised they don't blow the roofs off their mouths.

Shirt and Collar Advertising

The Weakest Kind of Consumer Advertising Appearing in Canadian Newspapers and Periodicals. Where Rests the Blame? A Few Gentle Suggestions Leaving Scope for the Working of the Reader's Imagination.

GENERALLY speaking, shirt and collar advertising is decidedly weak. Manufacturers have failed, with one or two exceptions, to educate the public up to a due appreciation of first-quality brands of shirts and collars.

A well made shirt is just as conducive to comfort as a well made pair of shoes. But few consumers know it. Ninety per cent. of them favor no particular brand.

The consumer thinks he has a shirt that will fit when he has bought one with the proper neck measurement. The tailor who only measured your waist when you ordered pants would not get many orders from you for the simple reason that the chances would be a dozen to one against the pants fitting correctly.

The first shirt manufacturer to make shirts according to physique types will corner more than an ordinary share of the trade.

The shirt should fit correctly and sit snug at the neck—it should be the correct chest and waist measurement—the sleeves should conform to a particular type, being neither long nor short, but just right.

The weakness of shirt advertising may or may not be attributed to the defects of the article. The material may be right; the workmanship correct and the design—faulty.

A shirt made according to ordinary designs will fit you approximately at the neck; but you're merely lucky if it fits you all over. It probably grips like a vise across the chest—or it may be flabby around the chest and shoulders. In either case the breast of the shirt is slewed out of the perpendicular.

Or the cuffs may be too sociable with elbows or knuckles, causing one to cuss and look at the brand. You know what that means.

If shirts are built to fit the patient consumer knows nothing about it. The writer feels absolutely safe in guaranteeing an extraordinary increase in the business of *that* manufacturer who first advertises shirts and collars as they should be advertised.

Business is good. "Two months ago a very decided improvement began, and since then business has shown a very marked increase. Although we are not yet quite up to the trade of 1907, we are running full time and overtime. The improvement in conditions is evident pretty much all over the country."—Mr. J. O. Thorn, the Metallic Roofing Company.

* * *

Business is good. "For the past six months our business has shown a decided improvement and has now reached the record mark of 1907. We have added to our employes and have started on a new building four storeys high and basement, 230 ft. by 51, that will increase our present capacity by 60 per cent. Our business extends from Cape Breton to Yukon and the outlook is first-rate. The people have begun to loosen up on their money, especially in the West."—Mr. Palmer, the Canadian Kodak Co.

* * *

Business is good. "Business is better than ever at this time of the year. Isn't our rush indicative of that fact?"—Mr. Staunton, Manager R. S. Williams & Sons Co., Limited.

* * *

Business is good. "The increase in business looks all right. I think we are going to have a good fall business. All indications point that way. Our factories are very busy. When Cobalt is booming our business booms."—Mr. G. P. Sharkey, Manager The Bell Piano Co.

CURRENT ADVERTISING

A WORD ABOUT CRITICISM

A genius will be born some day who will reduce criticism to a *soothing* art. His opinions will be clothed in the language of "poetry and emotion." Majestic sentences will roll from his pen in the ornate style of a Macaulay or a Johnson but they'll be altogether void of the former's sting and the latter's withering sarcasm. However—that wise and sage-like critic is not born yet.

To-day the world is very young. We are still influenced by the genius of good old Tom Carlyle—the man who flung words about with all the ruthless and inexorable precision of natural law. There was a ruddy glory about Carlyle's style peculiarly his own. Gentle he never was. Sledge-hammer blows suited him best. He could sling ink as a strong warrior wields a sword. And we all believe that he performed a necessary work. After absorbing the grim philosophy of Carlyle, the rigor and vigor of the German critics was wafted over the seas making an indelible impression on all young men—even influencing the minds of the old. Whatever their hands and brains found to do they did with all their might. Custom appalled them not. Entrenched conservatism they did not fear.

Then the milder and more judicious Matthew Arnold entered our lives and moulded our hearts

and wills in saner ways. He took up the wrecked religions and literatures of nations and found much that was good and lasting in all that previous critics condemned. But he never toadied to error. His was a generous spirit, kindly and just and serenely severe. He made more enemies than any writer of the Victorian Era because he possessed the most penetrating intellect of his age.

Criticism is always a thankless task and no critic, great or lowly has passed this way without hurting the susceptibilities of many. That's just as it should be. But, surely it would be well to remember, even when it comes to criticising ads, that the critic lays no claim to infallibility. He merely expresses opinions. The infallible ones are authors and ad-writers. And it is amusing to have to confess that copymen are far more infallible than our popular authors. Authors often err. They often admit it. Ad writers always produce "good stuff." They also admit it.

It's just about time to plainly declare that there are few big men in the copy-writing business. Most of us are mentally shortsighted. We need to cultivate the wider outlook. We should try to remember that we have not evolved all the brilliant ideas under the sun. And most of us

should be big enough to know that we are all in the primary stages of the advertising game. Just as soon as a man realizes that he is merely a beginner—a student of advertising he may become valuable—may actually develop into a respectable copyman.

Gentlemen, let's banish egotism! Here endeth the first lesson.

* * *

The writer called down the wrath of the infallible ones a few months ago by mildly suggesting that it was up to somebody to improve corset advertising. They declared that the only way to advertise a corset was to portray a voluptuous young lady arrayed merely in a corset—that and little more. And that kind of ad. did attract the attention of "the boys" but the proportion of boys, who wear corsets, would never keep the makers working overtime. The writer of this "D. and A." corset ad. seems to have fully realized that refined women were the corsetiere's best customers. He seems to have appreciated the fact that the beauties of a corset are best portrayed in the style, fit and hang of the gown. This is the kind of reason-why copy that appeals to me. The ladies are bound to be interested in this kind of advertising because it's sensible, courteous and to the point. The illustration correctly shows how the "D. and A." corset enhances the grace and charm of the appearance.

The Penman "2-for-1 guarantee" should certainly sell hosiery. It is good advertising. The ad-man has taken full advantage of



You might just as well enhance the charm of your physique, Milady Toronto, and be healthier with the new **Directoire Corset**, as discount it and injure your health with ill-fitting and old-fashioned corsets

Why do the French and American women possess that "chic" and "svet" appearance—that charm of form that distinguishes them from the women of almost every other nationality?

It's their Corseterie.

Unless the corseterie is right, unless it *shapes* gracefully and fits comfortably—no woman can expect to really look as well as she might.

o o o

We have gone to a tremendous expense and study to perfect our new **Directoire corset**.

Our designers have studied corset styles at the very fountainhead of styles—at the race track at Long-

champs, Paris,—the tea rooms of the Rue de Rivoli, and the great dress-making establishments of the Rue de la Paix.

We have investigated the very best corset designs of the most noted New York corset authorities. Then we carefully and thoroughly built our idea on the human form.

The result—the **Directoire**—a corset that gives the "chic" and "svet" appearance of the most fashionable French or American woman.

And that does more—by holding the body in shape without compressing unduly at any point, the **Directoire** is much more healthful for you than any other corset.

D and A Corset

The **Directoire Corset D & A**
La "Diva" No. 550 is only \$2.50

We're making a special test advertising campaign of the new **Directoire Corset**, La Diva, in Toronto—we're anxious to see how many of the Toronto women will appreciate our endeavor to show them a really wonderful corset. For that reason we are making the price \$2.50—it is a \$3.50 corset. All we ask is that you see La Diva and judge its merit for yourself. If you will kindly cut out this advertisement and show it to the sales person, or simply advise her that you wish to see La Diva Corset, you will be treated courteously and not unwelcome to buy.

La Diva Corset is being shown
in the Corset Department of the

THE
GIBERT

SIMPSON

COMPANY,
LIMITED



the repeatedly demonstrated fact, viz., that descriptive advertising

them. But—that ad will not sell Siemon stock. The proposition is splendid. The outlook for this business is favorable. The indications are good. But—if Mr. J. C. Siemon would analyse this ad, carefully I believe he would be the first to declare that there was absolutely nothing about it to attract the attention of the business man looking for an investment. Not because there isn't a lot of valuable information here. But because *that* information about the Siemon enterprise is not expressed nearly so attractively, interestingly or informally as it might be. I seldom favor using large space. This is one of the cases when a half page newspaper space might have been used profitably. Suppose Mr. Siemon had done so—suppose he had talked frankly to his readers in Tom Lawson's style, there would have been no room for doubt regarding the results.

Financial advertising is seldom attractive. It is never as informing as it might be, and as a rule, it lacks human interest. Moreover, this ad is far too crowded and too much broken up with useless lines.

* * *

The Taxicab ad, on the other hand, is at least attractive. Here we see the handiwork of a master of typography. But it also lacks the subtle appeal that a trained ad writer could have thrown into the text. Did you ever reason out the causes that lie behind the

OFFERING OF \$400,000

7% Cumulative Preferred and Profit-Sharing Stock, in Shares of \$100 Each, IN THE

SIEMON COMPANY

TORONTO

Incorporated under the Ontario Companies Act.

LIMITED

Authorized Capital, \$1,000,000

5,000 Shares of \$100 each Cumulative Preferred and Profit-Sharing Stock, \$500,000
in the shares of which are reserved for future needs
67,000 Shares of Common Stock, \$1,070 each

DIRECTORS:

J. C. SIEMON, Toronto, President.

W. R. TUDHOPE, Toronto, Vice-President.

W. R. TUDHOPE, Toronto, Vice-President.

W. R. TUDHOPE, Toronto, Vice-President.

J. L. SIEMON, Toronto, Director.

E. R. TATE, Toronto, Director.

R. H. FILLMORE, Toronto, Director.

Head Office: Toronto

Plants: Windsor, Lk.field and Parry Sound

The Preference Stock is preferred both as to Dividends and Dividends, and will share equally with the Common Stock in the event of a liquidation of the Company.

Terms of subscription are as follows:

\$20.00 per share on subscription.

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\$20.00 per share on subscription.

The National Securities Corporation, Limited

Commerce City Bldg., Toronto, Canada

Benjamin Burdand, Broker

325 Street of Trade Bldg., Montreal

The Empire Securities, Limited

21 Toronto St., Toronto, Canada

The National Securities Corporation, Limited

Bldg. 6011 Metropolitan Bldg. Bldg., New York City

best selling book of the year. Whether the book is lasting literature matters not at all. Whether it agrees with your private notions does not count. The author simply appeals to the greatest possible number of readers of a certain kind of literature. He touches the familiar chords of human nature. His book is an interesting revelation.

Cupidity is one of the peculiar attributes that is saving humanity. The most generous are selfish to a certain degree. Financial advertising can be made peculiarly attractive. It gives the

ad man, who is in the habit of digging deep, marvelous scope. A clear knowledge of the whims, caprices, attributes—or what you will—that control men in particular is the fundamental essential of all strong, financial advertising.

Now here's the point. A business man may know humanity well. But he is so absolutely in harmony with the inner secrets of his business—the technicalities of every process—that he may easily fail to make as powerful an appeal, when calling to investors, as could be made. His lawyers will invariably becloud the proper issue with legal phrases. All lawyers are as dogmatic as preachers and to get them to address the people in the language of the people, except when twelve good men and truth are the main audience, is an impossibility.

The advertiser's living depends solely on his ability to interest men and women in the mass. That's why he has written all the financial ads that are fit to print.

* * *

Other ads and commercial literature kindly forwarded by subscribers for this department, will be referred to or criticised in our next issue.

The worst time to advertise is part of the time.

* * *

No man is satisfied with his lot unless it's a lot.

When a man gets into the habit of "raising the wind" he soon goes up the flue.

* * *

The traction companies hire most degraded persons to run their elevated trains.

First Public Offering of Taxicab Stock

WE have secured and are now offering \$100,000 of the Capital Stock of Berna Motors & Taxicabs, Limited, At \$6.00 Per Share

Capital Authorized \$500,000 --- Issued \$388,150

This is the first opportunity the public have had of participating in Toronto's Taxicabs, which have been operating since April, 1909, with such good results that their success is now assured.

Popularity of Taxicabs

The popularity of the Taxicabs with the thousands of relief, business of enterprise, and motorists is their chief contributing factor. They are the only means of rapid transit in the city, and are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Comfort and Privacy

The cleanliness and the spaciousness of the Taxicabs, and the fact that they are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

In Other Cities

This also explains the large number of Taxicabs now in use in London, New York, and other cities. The fact that they are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Exclusive Contracts

Exclusive Taxicab contracts have been secured by the Company in various cities. The fact that they are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

The following Directors are the Executive Committee of the Company: Hon. Richard Marcourt, Toronto, Ont., President. Andrew Elder, Esq., Toronto, Ont., Treasurer. W. P. Kearney, Esq., Montreal, Que. A. C. Randall, Esq., Toronto, Ont.

Auditor: J. P. Langley, F.C.A. Registrars and Transfer Agents: Trustees and Guarantee Co. Limited

Assured Investment

With the already secured contracts in the Taxicab Company, the fact that they are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Public's Opportunity

In making this offering to the public, the fact that they are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

E. A. ENGLISH

Adelaide and Victoria Streets, Toronto.

Motor Truck Rights

The Motor Truck Rights of the Taxicab Company are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

A Great Asset

The Motor Truck Rights of the Taxicab Company are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Lorries for All Uses

The Motor Truck Rights of the Taxicab Company are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Motors vs. Horses

The Motor Truck Rights of the Taxicab Company are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Dividends

The Motor Truck Rights of the Taxicab Company are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Listing on 'Change

The Motor Truck Rights of the Taxicab Company are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Payments

The Motor Truck Rights of the Taxicab Company are the only means of rapid transit in the city, and are the only means of rapid transit in the city.

Many women marry derelicts merely to deck themselves out with the salvage.

* * *

To-morrow never comes—but for some men "the day after" is always here.

ABOUT MEN AND PUBLICITY.

Mr. G. P. Black, Advertising Manager St. John "*Sun and Star*," took a trip through Quebec and Ontario as far as Windsor last month, in the interests of advertisers in his paper. Mr. Black has studied the conditions in the Maritime Provinces very carefully, and is disseminating valuable information about the resources and possibilities of the Maritime Provinces to Quebec and Ontario manufacturers.

It is from commercial travelers and advertising men that the Sister Provinces gain most of their knowledge of trade conditions from each other.

* * *

The Montreal Star has ordered from R. Hoe & Co., a new sextuple press with fast-speed folders and all the latest improvements. It will print papers of any number of pages up to 48, and is guaranteed to turn them out at the rate of 40,000, 16 or 18 pages per hour.

At the same time the present *Star* Hoe presses are to be enlarged to sextuples, and also brought up to date by the addition of fast-speed folders and other improvements. When these changes are made the *Star* will have a splendid printing plant, the largest in Canada, it is said, and capable of turning out newspapers at a rate equivalent to nearly one-quarter of a million eight-page papers every hour.

The same firm has shipped to Montreal a large double stereo-type perfecting press for the new French daily, *La Publicite*, soon to be issued there.

The press has a capacity of 48,000 papers per hour, and will print 16 pages or less at a single operation.

* * *

At a recent meeting of the shareholders of the new "*Home Journal*," of Toronto, a slight change was made in the officers of the company. The directors of the company now are Messrs. W. G. Rooke, President; Jas. Acton; J. L. Rooke, Sec.-Treas.

The active management will be under the direct charge of Mr. W. G. Rooke, who has for some time past been advertising manager of this popular publication. Mr. Ed. Williams, also a member of the company will have charge of the circulation. Miss Jean Graham will continue as editor.

* * *

A miniature copy of *The Mail and Empire*, Toronto, was issued on Saturday, October 16, for the benign purpose of sending off Mr. Oliver Mowatt Ross into the glorious company of the "benedicts." This delightful little tribute to a fellow laborer in the vineyard goes far to prove the fact that our humorists are not dead but merely suppressed. We note with sadness that Mr. Haverson refused to accept the position of religious editor of *The World*.

Last month we referred to Mr. W. J. Healy's appointment to the advertising staff of *La Presse*, the big French daily. The publishers of this progressive newspaper have recently made several changes. Mr. Arthur Berthiaume has been appointed general manager. Mr. Henry A. Robert takes full control of the advertising department, and Mr. Healy has been appointed manager of the promotion and publicity department. These are times of rapid growth and development, and we are pleased to note that *La Presse* is enjoying a very liberal share of the general prosperity. The strong organization in charge of the big daily will undoubtedly render valuable service to Canadian advertisers.

The 25th anniversary number of *La Presse*, comprising forty pages, is ample evidence of the progressive character of the great French daily's organization.

* * *

The Fall fashion edition of *The Manitoba Free Press*, in colors, is especially worthy of favorable comment. This fashion number, comprising twenty pages, was published as a supplement to the usual daily edition of October 2. Every page is overflowing with news, fashion notes, and advertisements of special interest to women.



It's the man with the chip on his shoulder that oftenest gets knocked down.

A SUBSCRIBER LOOKING FOR INFORMATION.

Economic Advertising,
Toronto.

This is a comparison. And very odious. Perhaps it explains why there is not more copy in the general magazines in Canada.

A telephone inquiry of one of the leaders brought forth the information that the rate was so much per one-half page. A courteous answer to a direct question—but nothing else.

The same inquiry of another publication elicited the information that "the advertising man was away—back in a week." No curiosity concerning the name of the enquirer—no apparent interest in the prospect of a little new business.

Of the third we can, at least, say that the publications advertising man was very profuse in his thanks for the enquiry having been made.

The fourth and fifth conversations were so closely repetitions of the preceding that they need not be described.

In all, was there evident an apparent hesitancy to say anything that might contribute to one's impression that magazine men on this side of the "Line" were at all anxious to secure business? If one has been calling the gas office to complain of the meter, he would probably have received quite as interesting treatment.

Now for the other side of the medal. I was once in the office of a great saw manufacturer in Philadelphia—outlining a plan I had hopes of putting through. It contemplated the use of space in a number of periodicals with whose rates I was familiar, and one about whose cost I was in doubt. The president, of course, wanted to know about that particular one—simply because I was not able to state definitely what his copy would cost if run there. I phoned from his desk to the publication office in New York.

The information was forthcoming, together with the announcement that “—— would run over and see me if I would make an appointment.” I said, “No—I had been discussing the question of cost with a manufacturer who wasn’t advertising, and as he couldn’t credit my guess at what their rates were, I had merely called to get assurance. There was nothing settled at this time, and the inquiry was really more casual than calling over the long distance would seem to indicate.

To tell the truth I didn’t want a lot of magazine solicitors to swoop down on my saw-maker until things had progressed much further, and so I put them off in as casual a way as possible.

Well, when we returned from lunch a couple of hours later, who was awaiting us but the manager of the New York publication I had called.

He had come 90 miles—on the jump—to follow a very off-hand prospect of business—after having ascertained from which office the phone call had originated and made the easy inference suggested by that fact.

What was more—he was the sort of man to make himself felt in the conference that ensued, and exerted material influence in eventually swinging the manufacturer into line.

A week or so ago I noticed that this publication carried over \$3,000 worth of space for this identical manufacturer—and full page ads have been running for some time!

Is it that the Canadian magazines are overcrowded with the copy of general advertisers? Or is it that while copy is acceptable, one must literally climb in by force and duress? Or is it simply that telephone inquirers are not worth following up—in the opinion of Canadian publishers’ agents? Tell me.

Sincerely,

PAUL FITZPATRICK.

Those of us who are fishing for golden whales find the bites mighty scarce.

* * *

They call a certain shell fish “mussel” because it hasn’t any muscle at all.

* * *

When a man stands in his own light he soon becomes a shadow.

IS THERE A MYSTIC QUALITY IN ADVERTISING?

Is there something in advertising that is mysterious, indefinable, an elusive, tantalizing characteristic that is entirely beyond the grasp of the uninitiated or of him who was not born under its protecting star?

A Young Man once went to see the Advertising Manager of a big institution that spent thousands and thousands on Advertising annually. He had an idea that the Advertising field presented opportunities for the best development of his natural inclinations. He had a job, but this to his mind did not offer these opportunities; neither did it pay him what he thought he could earn. He had brains. He had that necessary business equipment—a "good front." He had a general business knowledge, gained from experience. He had a theoretical knowledge of Advertising, gained from close reading of everything pertaining to Advertising that came to his hands. He asked the Advertising Manager for a job. The Advertising Manager was greatly pleased that the young man was interested in Advertising. He spoke with beautiful words of praise of the wonderful opportunities in the field of Advertising. He enthused. He dilated. And the Young Man's hopes sailed upward like an iridescent, many-

hued bubble, growing and expanding as the Advertising Manager talked, to a vision of place, power and affluence. Suddenly the bubble burst as bubbles will in thin air. The Advertising Manager had worked the Mystic Pass. He had said "but" and then continued, "there is, my good friend, something about advertising that is different. No matter what your knowledge—no matter what your experience—no matter what your age or your natural cleverness, if you do not possess the faculty to see, to grasp, to understand this deep recondite thing, it were better that a millstone were hanged about your neck and you were dropped in the depths of the sea, than that you should have the temerity to coax Fortune through Advertising.

The Young Man went away dejected and downcast. He lived the rest of the day in half consciousness, as though a spectator before a mighty struggle between the Devils and Imps of Doubt and the fair gods of Hope and Noble Purposes. He went to bed early and he slept late, that Nature might have a fair field to rebuild his faded energies.

With new life and strengthened purpose he set forth. He went to see the Advertising Manager of a Standard Magazine, a high grade Advertising Medium. This man also was glad that he was interested in Advertising. He shook his hand warmly, gave his

time freely, and was so altogether felicitious that the young man saw the horrors of yesterday only as the rough and rocky way that leads to the seventh heaven of bliss. The Advertising Manager of the good Medium paused in his remarks. He looked long with a fatherly interest at the young man. Again he spoke: "I should tell you that the Advertising Business is distinctive." His glance wandered away through the window to the hazy blue of the infinite. "It is not like the business you are in. The difference I cannot explain to you—nobody." His eyes had returned to the Young Man and in the same instant his hand sought the telephone. The ambulance carried the Young Man away. After two weeks the hospital reported that the Young Man had left and was; they understood, back on his old job.

Is there a mystic quality in Advertising?

If the Young Man had taken honors in Psychology, could he have met and crushed his obstacles? Did these Advertising Managers save him from ignominious failure, poverty, and an early grave, or did they each perhaps lose a good right hand?

Ye who are deep in her secrets!—what is the answer of the High Goddess of Advertising?

When a man is "three sheets in the wind" he finds four sheets in the bed.

A SALESMAN'S YARN.

For a long time I had tried to get a hold in the town of C—, in the county of Huron, Ontario. I was selling a line of standard slickers—overcoats, hats, caps and leggings—all warranted to stand the most severe punishment in the way of rain, snow and sleet. I sold a conservative territory along the lakes—one which, once the trade was secured, was sure to stand by me.

In checking up my sales list at the close of the year, I found out that ninety per cent. of my business I had worked for and honestly earned, but that ten per cent. had come my way because of mere incidentals or luck. I made up my mind to use this luck element to its limit.

From C— my route took me to a small town some eight miles distant, where we had a little business. The only livery was kept by the local hotel man, who prided himself greatly on his horses. He had a crack team of which he thought a great deal, and this was the one which he usually used in driving me. Just as we were leaving for our trip, the dealer whom I had been trying to sell, took me aside and said: "If you want to have some fun, just jolly the landlord about his team. Run them down. Say that they are poor travellers and all that sort of thing, and you'll have some sport with the old man."

This I proceeded to do. The

old gentleman took it very pleasantly on the way out, but he seemed to be doing a great deal of thinking. On the way back, when we were about six miles from C—, I again started in to joke him about his team. Meanwhile a heavy rain had come up, and about that time I evidently got too personal for the old gentleman. Under the pretext that he wished to fix something about the buggy he got me out of the rig, unloaded my sample cases and drove away, leaving me by the roadside in the rain. As he was leaving, he dropped the remark that if his team did not suit me I could probably make better time walking in.

It was a short walk from the place where I was unloaded to a farm house where I telephoned in to the dealer in C—, telling him my predicament. So, when the landlord arrived in town, the dealer immediately told him that it was all a put-up job, that I did not know anything about horses, and that the whole proceeding had merely been done to waste away the time on the road—in other words, that it was a traveling man's joke.

There was nothing for the landlord to do but turn around and come back and get me. Although it was raining furiously and I had tramped a quarter of a mile, in the mud, yet I had not gotten very wet, thanks to my waterproof equipment.

The old fellow said very little when he came back and got me, but when he drove in town he went with me to the different stores and made each one of them take an order of my line. He was a sort of Poo-Bau of the place—was postmaster, had stock in a number of the stores there, and all that, so what he said went as far as an order was concerned.

I made this town of C— for several years afterwards, and it was, in fact, one of my best towns. Whenever I used to have any difficulty in selling, I would re-tell my adventure with the landlord who had left me out to soak in the rain, but who found me a little later, perfectly dry, owing to the excellent quality of the goods I handled.

—M. L. A. in *System*.

When a woman is playful as a kitten, you can bet she is cattish.

* * *

When a man rings a woman's finger he might better wring his neck.

* * *

More would be willing to face the music if they'd play popular airs.

* * *

Many a man waits for opportunity while his wife takes in washing.

* * *

To climb a telegraph pole all you need is a little stick-to-it-iveness.

WHO PAYS FOR ADVERTISING.

An interesting and informing article by Mr. Seth Brown, although he reaches wrong conclusions. The non-advertiser has ever paid and must ever pay the bills of the advertisers. Not directly but through the loss of business and prestige he might otherwise gain.

There is no one answer to this question.

Under some conditions the man who buys the goods pays for the advertising.

Under others the dealer or manufacturer pays for the advertising.

Before any sensible answer to this question can be made a word or two is proper in regard to the ordinary methods of doing business.

Take up the matter from the standpoint of the manufacturer and we find that in making up his net cost he must include a number of items such as raw materials, labor cost, overhead charges, profit and selling expense.

These are the ordinary items in manufacturing.

And now a word about price.

There is no uniform method of determining what the price of an article should be. The only rule which can be followed is to make a price which the buyer

will be willing to pay and still be satisfied with his purchase.

This whole subject hinges on one word, satisfaction.

If the advertising misrepresents the article and induces the buyer to pay so much for the article that he is dissatisfied after the purchase is made, manifestly the advertising has not benefited the purchaser and therefore it is the purchaser who pays for it in dissatisfaction.

On the other hand, if the purchaser buys an article through advertising which proves to be exactly what he expected, and leaves him entirely satisfied with his purchase, the advertising has nothing to do with the price, but is a legitimate part of the general expense of production and distribution.

As a matter of experience it has been proven that goods can be manufactured and marketed cheaper by the use of advertising than in any other way, because advertising is the most economical method known for the distribution of goods.

Of course distribution is and must be a part of the expense of any article, because any factory which produces goods and does not make some arrangement for bringing its product to the attention of buyers manifestly is not serving the public.

Telling the public about the article, what it is good for and how to use it, is just as much a part of the value of the article

itself as the iron or the wood or mechanical work put into its manufacture.

In fact telling the goodness and merits of an article is the one thing which vitalizes the value of the product.

Of course, if buyers are limited to only a few, the advertising could be done through personal salesmen.

But where the article is one of general use and is intended for the thousands, this method becomes impossible and impractical.

Therefore the economical and satisfactory method for telling the public what the article is good for and how much usefulness it affords is done by advertising.

Possibly the most valuable part of advertising so far as the buyer is concerned is due to the fact that he can buy knowingly and safely.

That he can learn with whom he is doing business, and thereby hold some particular person accountable.

This advantage is of unlimited value. It tends to increase the degree of satisfaction to the buyer and that is in itself a large part of the value of any business transaction.

Honest advertising is paid for out of the profits of the manufacturer and the manufacturer who does not advertise must of necessity add a larger amount to cover cost of distribution on account of reduced output. And his selling price.

*COVER YOUR SUBJECT IN
FULL.*

*IT SURE DOES PAY.
COVER YOUR SUBJECT IN
FULL.*

Be brief. O yes, be brief. People haven't time to read so much. Boil it down. Short. To the point. That's the way to write advertisements.

So says the fellow who doesn't know. So says the fellow who never tried, yet knows all about it.

The experienced advertising man, who has spent a lifetime in the business, who has spent thousands of dollars and watched results conscientiously, knows better.

Whatever you may think of Thomas W. Lawson, you must acknowledge that his advertising pulls. People trample other people under foot in their rush to buy his wares. He isn't brief. He's forceful. He doesn't use display. He uses many words. He first attracts attention, then awakens interest, then convinces, then stirs to action. He doesn't use cable-code advertising.

There's John E. Kennedy. He isn't brief. He reasons with you. Convinces. Makes you do what he suggests. He made a lot of women buy a washing machine and built up a big business, with words enough to do the work he started out to do.

Individuality in Advertising

If YOUR advertising does not reflect *your* personality, *your* business methods—it is defective.

Consider the point for a moment!

Business success, in ninety-nine cases out of every hundred, is merely individual success.

Shouldn't the individuality, which made *your* commercial success possible, be mirrored in your advertising?

There's absolutely no doubt about it.

It is more than probable that we can better your advertising—make it *more* effective.

We would like to show you why you should place *your* advertising in our hands.

WOODS = NORRIS Limited

Mail and Empire Building - - TORONTO

Canadian Collier's Community

IN every Province from the Atlantic to the Pacific will be found many subscribers to Canadian Collier's—physicians and surgeons, architects, bankers and brokers; and other successful, prosperous people.

Their needs and their luxuries are many and varied. They are able and willing to spend money with merchants whose goods are attractively and persistently offered through good advertising in Canadian Collier's.

Circulation—over 30,000
weekly.



E. C. PATTERSON

Manager Advertising Department
NEW YORK BOSTON CHICAGO

A. H. BLIGHT

Canadian Advertising Manager
47-51 King Street West
Toronto.

The Witness - Montreal

and its associate publications had their buildings and presses almost demolished by fire on the 23rd of September last.

During the month that has elapsed vigorous efforts have been made and as a result:

THE WITNESS is now being run off on its own new press, which is one of the largest and most up-to-date in Canada.

THE WITNESS has increased its size of page, now running a seven-column page with 300 lines to the column.

Each department of the paper has been thoroughly reorganized and the various features of the paper have been amplified and made even more interesting than in the past.

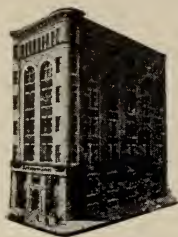
The result of the \$10,000 circulation campaign commenced a month ago is apparent in the very great increase in circulation of all the papers concerned, particularly the DAILY WITNESS and the WEEKLY WITNESS.

ADVERTISING

These changes have an important bearing on our advertising columns. Both local and general advertisers are taking advantage of the general reorganization, increased circulation and reduced advertising rates offered by the WITNESS, and as a consequence the volume of advertising has vastly improved.

To cover Montreal thoroughly with your advertising you must use the DAILY WITNESS—to cover the country the WEEKLY WITNESS is indispensable.

For rates consult any Advertising Agency or write direct to The Witness Office, Montreal.



High-Class Circulation FOR High-Class Merchandise



has a proposition of vital interest to the advertiser whose problem lies in reaching the largest possible number of luxury-loving, money-spending people—at the lowest cost.

A half-hour's chat with our Advertising Man may result in your acquiring some new light on this important point.

A request for such an interview will in no wise obligate you.

Saturday Night, Limited, Saturday Night Building
T O R O N T O

The first thought of the man
about to advertise in West-
ern Ontario is the

LONDON ADVERTISER

Nearly fifty years the leading paper,
and now ahead of all competitors in
the evening field.

CIRCULATION GUARANTEED 17,000 PER DAY

Send for Map of Western Ontario.

Send for Pamphlet, "Where the Papers Go."

Address: ADVERTISING DEPARTMENT

LONDON ADVERTISER = London

When You Advertise in a Trade Paper—

You have an audience composed of the biggest and brightest men in your trade, every one of them an important buyer or probable buyer of your goods.

Think of the immense influence your talk to them every week or every month will have if you really insist on **saying something** in it.

These men will read your advertising regularly, and take a real personal interest in your house and your goods, if you set out to attract their attention, and hold it, in a frank straight - from - the - shoulder way. You see, the trade paper that carries your advertising gets close to the dealer, and it gives your talk a recommendation that carries weight.

Remember, too, that you are

not talking merely to so many thousand dealers; you are influencing the **pick** of the trade—the men whose buying capacity amounts to something worth while.

Now as to the cost. Take, for instance, a weekly trade paper with a guaranteed circulation of 7,000, in which you use a half-page regularly, at a cost of \$500. This represents \$9.61 per week, and you talk to 8 good buyers for every cent expended.

Suppose you have 10 salesmen. You are spending 96 cents a week to back each of them up in their selling efforts. If the half-page advertisement did not make each one of your salesmen worth 96 cents a week more to you, the trade paper in question would have gone out of business long ago.

The MacLean Papers are :

The Canadian Grocer	Hardware and Metal
Dry Goods Review	
The Canadian Millinery Review	
Bookseller and Stationer	Printer and Publisher
Canadian Machinery	The Power House
Plumber and Steamfitter	
Financial Post	Busy Man's Magazine

The MacLean Publishing Company
LIMITED

Publication Office, 10 Front Street East, Toronto

Montreal Winnipeg Chicago New York London, Eng.

SATISFIED

HAMILTON MOTOR WORKS, Ltd.

MANUFACTURERS OF

The "Triton" Marine Gasoline Engine

Office—191 Barton Street East,
Hamilton, Canada, Aug. 9th, 1909.

W. J. Taylor,
Publisher Rod and Gun in Canada,
Woodstock, Ont.

Dear Sir:

We enclose herewith copy for our advertisement for the next issue of your magazine.

It affords us much pleasure to inform you that the advertising we have already done in your magazine has produced satisfactory results. We have received enquiries from prospective purchasers of motors and motor boats from every section of Canada, and these enquiries have come from parties who are genuinely interested. The fact that we have renewed our contract with you for another twelve months is the best evidence of the opinion we have of the value of your magazine as an advertising medium for Gasoline Engines.

Yours sincerely,
Hamilton Motor Works, Limited.

Moral—Do Likewise

If you are interested our representative will call on you.

ADDRESS

**ROD AND GUN
IN CANADA**

5 King Street West
Toronto

W. J. TAYLOR, Publisher

FOUNDED 1880

The Toronto World

MORNING and SUNDAY

The oldest one cent morning paper
in America.

The brightest and most generally
read morning paper in Canada.

Sworn Circulation

Average Daily Circulation from
Jan. 1st to July 1st, 1909. .**44,216**

Average Sunday Circulation from
Jan. 1st to July 1st, 1909. .**47,000**

All the big advertisers use its
advertising columns because it
pays. *Get our latest Rate Card.*

The World Newspaper Co'y, Toronto

~~Here~~ are a few of the "Illustrated Ads" the GURNEY PEOPLE are running to promote their "HOT WATER BOILERS"

This is one of the number of series, designed by our PUBLICITY DEPARTMENT, if you have noticed them appearing in the daily press—
NUF SED—

THIS DEPARTMENT will assist you with your Advertising—we'll be pleased to submit ideas and sketches of anything in the Advertising line

MOST COMFORT FOR LEAST COST



GURNEY-OXFORD

DRILLER



EACH GRATE BAR CAN BE REMOVED SEPARATELY

THE PROBLEM OF HEATING YOUR HOME

Is as good as solved when you decide to install one of the

OXFORD HOT WATER BOILERS

THAT FIRST-WATER SECTION, WITH THE BELL-SHAPED FLUES, IS FOUND ONLY ON A

OXFORD HOT WATER BOILER

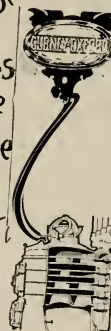


A Hot Water Boiler is made up of a firepot and so many water sections. The first water section receives the greatest heat—it overhangs the fire. To be more definite we illustrate a sectional view of firepot and first water section in a Gurney-Oxford boiler. Note how the firewalls slope in—round fire and on first water section—two exclusive features found only in the Gurney-Oxford Boiler—positive proof of economy and efficiency—Economy because the fire heat is properly used up in heating the water—not the smoke stack. Efficiency—because even when the fire is low the water is kept warm. A post card will bring you a Handsome Booklet on "Heating the Home—the Modern Way"—interesting—instructive—free.

The GURNEY FOUNDRY COMPANY, Limited
HEAD OFFICE, TORONTO.

BRANCHES AT: HAMILTON, MONTREAL, WINNIPEG, CALGARY, EDMONTON, VANCOUVER.

NO HEAT WILL ESCAPE UP THE CHIMNEY—BECAUSE EVERY OXFORD HOT WATER BOILER IS FITTED WITH AN ECONOMIZER



"ONE DAMPER CONTROLS THE FIRE"

A marvellous fuel-saver. Where previously good heat went careering up the smokestack, now it is controlled, made to circulate throughout the boiler. That's where economy is effected. The principle is just this—during mild weather with the handle on the "Economizer" drawn down more of the cold draft comes into the smoke pipe, and less through the fire. The lid seals "Economizer" (see illustration) closing, now opening as it opens another. When the handle is down just a hole, eddy of draft is drawn through the fire—keeps fire enough to warm the water—and a saved—gas fumes avoided. The Economizer is fitted to every Gurney-Oxford Boiler and is bonded for use only on same.

PROOF—Under actual test fire has been maintained for over 72 hours with one filling of coal. For that lengthened period no attention was necessary—and the house was heated all through. Economizer—Economizer.

THE GURNEY-FOUNDRY CO., LIMITED
HEAD OFFICE, TORONTO

HAMILTON Montreal Winnipeg Calgary



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Segg Bros. Eng. Co.
DESIGNERS & ENGRAVERS
5 JORDAN ST - TORONTO - CANADA



The Third and Last Call

so wire us collect if you want Walter E. Gunn to tell you the story of original art, exclusive text, sworn circulation and Western Canadian prosperity as they pertain to

CANADA-WEST MONTHLY

He will be east till Dec. 1st.

VANDERHOOF-GUNN CO.,
Ltd.
Winnipeg, Man.

The Leading and Most Influential Newspaper of OTTAWA, THE CAPITAL CITY OF CANADA

The most favorable field in the Dominion for promoting the trade of the general advertiser, because of the wealth of its people, is

The Evening Journal

the essentially home newspaper of Ottawa, the circulation of which is worth more per thousand to the advertiser than any other Ottawa medium by reason of the purchasing power of its readers.

QUALITY and QUANTITY

These two essential factors in circulation in the success of an advertising campaign are combined in THE JOURNAL, which thoroughly covers the prosperous, progressive and cultured classes, while its circulation is guaranteed and verified by the Association of American Advertisers.

A FLAT RATE OF FROM 2½c TO 2¾c PER LINE according to position,—no contract obligations.

For complete information address

THE JOURNAL PRINTING COMPANY, Ottawa, Canada.

Branch Offices: Western Ontario Office—J. B. RATHBONE, Room 28, Aberdeen Chambers, 43 Victoria St., Toronto. New York Office—LACOSTE & MAXWELL, Monolith Building, New York. Chicago Office—LACOSTE & MAXWELL, Marquette Building, Chicago.

QUALITY COUNTS

Advertisers who use the columns of

THE FARMER'S ADVOCATE AND HOME MAGAZINE

get both **QUALITY** and **QUANTITY**.

For Advertising Rate Card address

THE WILLIAM WELD CO., Limited
LONDON, CANADA

One New Town Every Other Day

in Manitoba, Saskatchewan and Alberta for the past eight years is a record of which no other country in the world can boast. A vastly increased trade for our manufacturers will be the result. **THE COMMERCIAL** can assist you in securing your share of this trade.

Our subscription canvassers will finish in a few weeks a complete canvass of these three great provinces, having covered in the past nine months every town and village. We have readers in new places you cannot locate on any map and only known to us pioneers.

To-day the merchants in these provinces are hungry for goods and they have the money to pay. Many are strangers and wedded to no one house. Their trade is yours if you go after it. **THE COMMERCIAL** is the **only** medium that should interest you. Ask anyone, they'll tell you the same thing.

Information regarding new towns and districts cheerfully furnished.

THE COMMERCIAL

TORONTO

WINNIPEG

MONTREAL

We are
PROUD
of our
PLATES.
They are
Bright,
Deep-
Etched,
Clean
Printing.



ACID BLAST PLATES

Printing Plates etched by the
ACID BLAST PROCESS
are the acme of the Engraver's art. We
are sole Canadian makers.

THE TORONTO ENGRAVING CO., Ltd.
92-94 Bay Street - - - - - Toronto

IDEAL CONDITIONS FOR ALBERTA TRADE

Bountiful harvest, pros-
perous citizens, progressive
merchants and profitable
advertising in : : : :

The Edmonton Journal
MORNING EVENING WEEKLY

M. R. Jennings, Editor and Man. Director, Edmonton, Alta.

Western Canada's Grain Crop

which is now safely garnered, is the largest ever reaped in the history of the West. The magnificent yield in conjunction with the favorable prices which prevail, cannot fail to effect an enormous increase in the commercial and industrial activity of the Canadian West.

The aggressive Eastern merchant or manufacturer who is planning a Western campaign, in allotting his advertising appropriation, should remember three things:

1. That the medium which is universally admitted to be more profitable than any other medium in the West is

2. That the newspaper which both in circulation and influence is far in advance of any other Western newspaper is

3. That the paper which is growing more rapidly than any other paper, the one whose development is fully keeping pace with the growth of the Western field is

**The Free
Press
WINNIPEG**

These figures of circulation growth tell the story:

	1908.	1909.
January.	35,055	39,471
February.	35,467	39,889
March.	35,373	39,901
April.	35,020	40,378
May.	34,755	41,014
June.	35,136	41,044
July.	36,482	41,475
August.	38,413	41,697

And it should be remembered in this connection that the Free Press figures are *net*, all unsold, returned, left over, fyle and sample copies being deducted.

For further information regarding the Free Press, communicate with any recognized advertising agency, or write direct to the FREE PRESS, Winnipeg.

The Western Home Monthly

The peoples' favorite magazine. Circulation, 35,000.

To use its advertising columns is to invest money to the very best advantage.

Just read the following from one of the largest users of space in Canada, and one of the most experienced advertisers.

BLUE RIBBON LTD.,
Importers and Manufacturers,
Teas, Coffees, Spices, etc.
Winnipeg, July 26th, 1909.

Western Home Monthly,
City.

Dear Sirs:

We notice on looking over our accounts that we have been using the Western Home Monthly pretty regularly for nearly four years. The fact that we are now running full pages every issue speaks louder than mere words as to our high opinion of it as an advertising medium for any goods of merit.

Yours truly,

BLUE RIBBON LIMITED,
Per J. H. Morrow.

RATES.

Single insertion, 15c. per line (agate).

1,000 lines and over (to be used within one year) 12½c. per line.

POSITION 25 per cent. extra.

14 lines to the inch, 180 to the column, 720 to one page.

HOME PUBLISHING COMPANY

Winnipeg

-

-

-

Man.

Dollar

for Dollar

The Globe

gives the biggest returns to its advertisers of any paper in Canada.

An advertiser who has lately used nearly all of the big dailies in the Dominion, says that "90 per cent. of the replies mention THE GLOBE." We have letters from others who have had similar experience.

THE GLOBE

TORONTO

DECEMBER, 1909

Economic Advertising

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WOODS-NORRIS LIMITED

Publishers

MAIL BUILDING,

- -

TORONTO, CANADA

Some Facts Which Every Advertiser Should Know About the Great Canadian Market

The percentage of the exclusively French-speaking population of the Province of Quebec is nearly as large as that of Paris.

No advertiser would think for a minute, of trying to reach the people of Paris through other than French papers. Yet in Montreal and Quebec province the conditions are almost identical as far as the language is concerned. The French papers are read exclusively by the bulk of the population, which neither speaks nor reads any other language.

La Patrie

goes into the homes of the best French-speaking classes of Montreal and Quebec Province. It is the high-quality French newspaper—every reader a probable buyer—absolutely no waste circulation whatever.

Practically every retail firm in Montreal, which advertises at all, advertises in LA PATRIE.

All the important Canadian manufacturers, who advertise to consumers, advertise in LA PATRIE.

Manufacturers whose goods are sold in Montreal and Quebec Province advertise in LA PATRIE.

Proof of the advertising value of LA PATRIE will be sent to any advertiser on request.

La Patrie
Montreal, - Canada

Western Representative
EDGAR J. GUY
Canada Life Bldg.
TORONTO, - - - ONT.

Straight Talks on

REAL ADVERTISING

Subject: *The Actual Value of White Space.*

Five hundred acres of the best wheat land in all Canada would not yield a dollar on the investment without cultivation.

Haphazard farming might yield profit enough to cover its cost.

Scientific cultivation would increase the value of the property a hundred fold and pay handsome dividends on the investment.

Are YOU aware of the fact that space buying is not advertising?

Publishers give quantity or quality—*reputable publishers give both*—when it comes to buying circulation.

But—space in itself is worthless. It is like an idle five hundred acre farm.

It's the stuff you put into the space you buy that counts.

A plain, forceful and convincing presentation of your best selling arguments is the beginning of advertising wisdom.

The value of white space depends *much* on circulation—*more* on quality and *most* on the effectiveness of your copy.

Let us tell you exactly what we have done for others and what we can do for you.

Write to-day for full particulars of a modern and profitable advertising service. It certainly will pay you to know.

WOODS = NORRIS Limited

Mail Building, TORONTO

NEWSPAPER AND MAGAZINE PRESSES TAKEN IN TRADE FOR IMPROVED HOE MACHINES FOR SALE AT LOW PRICES

Goss Sextuple, or 48-Page Press.

Goss 4-Deck Press, printing from 4 to 32 pages.

Goss 3-Deck Press, printing from 4 to 24 pages.

Goss 3-Page-Wide Press, printing from 4 to 12 pages.

Goss Single Press, printing 4 and 8 pages.

Scott Sextuple, or 48-Page Press.

Scott 3-Deck Press, printing from 4 to 24 pages.

Scott Single Press, printing 4 and 8 pages.

Potter Two-Deck Press, printing 4 to 16 pages.

Potter Single Press, printing 4 and 8 pages.

Bullock Single Press, printing 4 and 8 pages.

Cox Duplex Press, printing 4, 6 and 8 pages.

Cox Duplex Press, printing 4, 6, 8, 10 and 12 pages.

Cottrell 64-Page Magazine Press.

Huber Flat-Bed Perfecting Press.

LET US KNOW YOUR REQUIREMENTS.

WE HAVE THE PRESS TO MEET THEM.

For prices and further particulars, apply to

R. HOE & CO.

PRINCIPAL OFFICES :

504-520 Grand St., New York, N.Y., U.S.A.

7 Water Street
BOSTON, Mass.

143 Dearborn St.
CHICAGO, Ill.

160 St. James St.
MONTREAL, Can.

8 Rue de Chateaudun,
PARIS, France.

109-112 Borough Road,
LONDON, S.E., England.

Trade Paper Space and What It Costs—

IF 7,000 of the best merchants in your line met at Toronto every week, what would you pay for the privilege of giving them a series of talks about your goods?

Do you think you could influence each one of them to buy an extra dollar's worth of your goods a year?

If you made a good impression, aroused and held the interest of your audience—and, consequently, added greatly to your prestige—would such an increase not be insignificant when compared to what you might reasonably expect, particularly if you followed up the impression with good salesmen.

There is only one way in which you can get these 7,000 good buyers together—through

the columns of the trade paper which they read every week or every month.

That trade paper is a good one, isn't it—the kind they are likely to be interested in? You can focus a good part of this interest on your goods if you take off your coat and say something worth while.

Imagine you are actually addressing that audience of 7,000 merchants. As a matter of fact you are, only you have to write instead of speak what you have to say.

Remember that your talk can be made to exert a very positive influence on the buying, display, etc., of goods in 7,000 of Canada's best stores.

Suppose it costs you only 1-10 of a cent to talk to each one of these 7,000 buyers—whose annual buying power runs away above \$200,000,000.00.

Do you mean to say that you cannot make it pay many times what it costs?



THE MACLEAN PUBLISHING
COMPANY LIMITED

Publication Office, 10 Front St. East
TORONT

Montreal, Winnipeg, New York, London, Eng.

The Canadian Grocer

Hardware and Metal

Dry Goods Review

The Canadian Millinery Review

Bookseller and Stationer

Printer and Publisher

Canadian Machinery

The Power House

Plumber and Steamfitter

Financial Post

Busy Man's Magazine

Every Previous Record Broken

On October 16th, to provide more space for the great volume of advertising which the paper, in its former size, had been unable to accommodate, the pages of La Presse were enlarged to eight columns in width.

Even since this enlargement, the demand for advertising space has taxed the paper to the limit of its capacity. The increase of advertising carried by La Presse during November, 1909, over November, 1908, was no less than 182,106 agate lines, or 603 columns,—an average increase of 23 1-5 columns, or three pages, of advertising per day.

Every experienced advertiser knows what the only cause of such an increase of advertising can be. La Presse has the circulation, it has the classes of readers, and it has the national standing as a high-class newspaper,—that give its advertising columns the greatest value for every line of general advertising.

On a basis of *Results Produced* La Presse stands absolutely superior to any other French newspaper in Canada, and is considered by advertisers in all lines to be one of the two most profitable advertising mediums in the whole Dominion.

No advertising or selling campaign in Montreal or Quebec province can produce anything approaching maximum results without the use of

La Presse

Economic Advertising

T. Johnson Stewart

Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	\$20.00	\$110.00	\$200.00
1/2 page	12.00	60.00	120.00
1/4 page	7.00	36.00	70.00

Subscription price, \$1.00 per year, 10c. the copy.

Vol. 2.

Toronto, December, 1909.

No. 3.

Straight Talks

WORKING IN HARMONY.

SUCCESSFUL advertising demands collaboration between the advertiser and his agency. They must work in harmony to attain the maximum results at the lowest cost. Both have a great amount of specific knowledge and, in some cases, more of it might be profitably utilised.

The manufacturer and his lieutenants know their distribution and the possibilities of their business fairly exactly. They have, or should have, a good working knowledge of the volume of business done by competitors. Their knowledge of territorial conditions should enable them to foresee difficulties. And it is more than probable, it is quite possible, that if such difficulties were frankly discussed with the agency they would never materialise.

There is still an amazing lack of real working harmony between the sales organization of some manufacturers and their advertising agents. That this has given way to a closer co-operation and a clearer appreciation of each other's helpfulness in many cases, cannot be disputed. But there is plenty of room for more effective collaboration.

Difficulties should be discussed freely. Conditions prevailing in different territories, however transient, should be

made known to the agent immediately. The advertiser's roadmen should keep the agency posted either directly or through the business office of the manufacturer. Agency men are not seers. The knowledge they possess regarding advertising should be applied more frequently to *existing* conditions. The more this is done the more scientific advertising will become.

* * *

ADVERTISING KNOWLEDGE.

Some day it will dawn on the few gentlemen who know all there is to know about advertising, that their knowledge is limited by *ordinary* intelligence and *no extraordinary* experience. But to-day we must bear with them, listen with complacency to their edicts, humor them and endeavor to utilize whatever knowledge they may chance to impart.

Experience makes no one infallible. An unusual amount of grey matter refined in the school of experience may make one extraordinarily successful. But to assume that we have positive and final knowledge about all phases of advertising is to assume something that every logician will reject.

Herbert Spencer is responsible for the statement that there is no absolute truth. What one generation reveres as a flash of divine wisdom the next generation remodels or rejects entirely. And surely it is amusing when our good friends favor us with harangues about the unchanging truths or principles of advertising. Advertising is simply a business. To insist that it is either art or science, simply because it partakes of both, is to reveal an amazing lack of the only advertising knowledge there is.

Last week an enthusiastic admirer of probably the most notable ad writer in the business scolded us severely for daring to differ with some of the opinions of his friend. He was entertaining and instructive as long as he talked about principles but when he assumed that *no* man in Canada had any reason on his side when criticising the ablest commercial literature produced in the United States, of course he was merely ridiculous.

The popular notion that any one can criticise is a much overworked fallacy. It is much easier to produce nonsense and write meaningless platitudes. The world has progressed because critics have lived. Lloyd-George is not robbed of his claims to greatness as a financier because the ablest men in Britain have criticised the budget. Laurier's fame is not dimmed at all because some of the clearest-seeing men in Canada have ripped his naval programme all to tatters. Huxley, Tyndall, Spencer and Emerson are not the less great because their fame rests securely on their critical ability. But why enumerate plain facts? The man who resents criticism is no reasoner. The logical mind accepts it as a mental tonic, however faulty it may be.

In our lowly, unnoted fashion we are going to express opinions regarding any piece of advertising sent into this office for that purpose. It is utterly immaterial who sends in the stuff. If any subscriber asks the editor to express an opinion regarding any piece of advertising that opinion will be expressed in cold type, our dogmatic friends notwithstanding.

There is one truth which the big revelation of the ages has made fairly clear, viz.: *Dogma is the foe of all progress.* For advertising men to dogmatise is simply to shut out the light of the new day.

* * *

CONCERNING MISAPPLIED PROVERBS.

The proverb has played a unique part in the gossip and tittle-tattle of life; but it has woefully failed to impart any real strength to the practice of any art or profession. Nevertheless it obtrudes. Even calm-eyed science has failed to bar its entrance. And one cannot marvel greatly because a few proverbs have wended their way into the advertising arena to be uttered, ever and anon, by *self-elected* specialists with an air of final truth.

When Napoleon was at the zenith of his glory the fairest Duchess in all France conducted a salon where the wits of Paris gathered to moon over the destiny of the Emperor. One

day the Duchess gravely declared, "Napoleon is not a man, he's a system."

"How splendid," cried all her friends. But a young lady, of an enquiring turn of mind, disturbed the seance by deliberately asking what madame meant. Of course the Duchess didn't know. Nobody did. The fine phraseology was splendid, although meaningless.

Most proverbs are splendid and nearly always meaningless. Take this one for instance: "Brevity is the soul of wit." How often has that proverb been dinned into our ears since advertising emerged from the mists of an accidental profession? Brevity, as seen in advertising, is as likely to be the soul of nonsense as anything else. It often perplexes the reader. Some men can be delightfully confusing in a few words. Shakespeare, railing at the tediousness of his day and generation, wisely advised writers and speakers to be brief. Brevity, as opposed to tediousness, is commendable. In itself it is neither witty nor otherwise.

Be brief. It's too wordy. Boil it down. That's the proper way to write advertisements. Undoubtedly, *when it is possible to do so*. But if brevity means the condensing of selling arguments to the point of confusion—if it robs our selling story of a tithe of its readability or convincingness it is in no way commendable and should not be practised.

Few experienced copymen are apt to wrap their meaning in a cloud of words. They study the article for sale closely, discover its characteristics and interpret the advertiser's technical knowledge to the consumer in plain convincing language. They are never brief for the mere sake of brevity. They take words—enough of them and no more—to tell the selling story clearly and distinctly. And that's just as it should be.

Do not let proverbs sway your judgment too much. It is easy to be brief, trite and stupid. It certainly is better to be clear, forceful, impressive and convincing. And to be so one must use plain words liberally and judiciously.

BOOK ADVERTISING.

Here's to the day when all publishers will consider themselves business men. The cause of the weak advertising of books. A few suggestions that might remedy matters somewhat.

Book advertising lacks the essentials of effective advertising for the simple reason that the copyman does not know his subject—nor does he care to know it. In the odd cases wherein the book advertiser reveals a knowledge of his subject we are confronted with the fact that he is ignorant of the principles of advertising. The book publisher's problem is to find a lover of literature who has graduated as a practical advertising man. And since there are not half-a-dozen trained advertising men, who are lovers of literature, on the continent, the publisher's problem is apt to remain unsolved for some time.

A few reasons for this view of the subject may be recorded. To begin with, the experienced ad-writer, who happens to be intimately acquainted with popular literature and all shades of opinion, could hardly induce the largest publishing house in the world to pay him anything like the salary he can earn in the practice of general advertising; not because the publisher loves his cash more than the average successful business man, but be-

cause he does not realize the immense power of advertising.

The average book publisher is a conservative gentleman. He knows that the manufacturer of soap, retailing at five cents a cake, has a margin to invest in advertising, but he does not know that the publisher of popular books, retailing at a dollar fifty, or more, has even a modest percentage to invest in judicious advertising.

The publisher has a lukewarm belief in old-fashioned publicity, and he sincerely believes that *that* is a gamble. He has clung fondly, or desperately to an over old illusion. His faith in the effect of ordinary criticism is sadly beautiful and touching and almost incredible. That hackneyed criticisms has never sold books and will never sell books, has not percolated the publisher's cranium, albeit he could not point out six critics who have influenced the sale of books.

Where lies the remedy? That books should be advertised goes without saying. A few aggressive publishers are beginning to realize that sane advertising would double even the sales of their best sellers. Where will the publisher find a man with the necessary qualifications. A man who has demonstrated his ability as a successful *reader* might be developed into a successful book ad-writer. His success is ample evidence of one of the advertis-

ing man's most important faculties. He has read the mind of his public with a degree of accuracy that has warranted publication again and again. Since he has interpreted correctly the public mind surely it is reasonable to suppose that he could be trained to make a powerful appeal to a public he knows about a book he knows.

There is no mystery about advertising, simply because it is not at all like the queer science the so-called *specialists* imagine it is. Personal salesmanship is not one of the necessary talents of the successful ad-writer, so our *reader* need not fear to essay the task. When a book makes a powerful appeal to a certain friend—how he can describe that book—how he can describe it to all with ears to hear. His enthusiasm, his clear and vivid portrayal of characters and incidents, his plain, impressive language would make you borrow money from your intended father-in-law to buy the volume. That's book advertising—just the kind of book advertising we want. Surely it is not illogical to hope that the publisher's proved and trusted *reader* might be trained to write that sort of stuff.

But, if the penetrating *reader* cannot be developed into a first-class ad-writer, what then? Must the publisher abandon his hopes of greatly increased sales? Not at all. On the contrary he must comb the advertising field

until he finds those few lovers of literature engaged in the business. And he must be willing to pay a bigger salary to the right man than ever he has dreamed of paying. That's the only way of solving the problem, failing the evolution of the experienced *reader*.

Almost any notable publisher could double his sales in one year—even the publisher of the best fiction. Indirect advertising—advertising that the publisher does not pay a dollar for—is selling nearly all the books that are

TheFOREIGNER
A Tale of SASKATCHEWAN
 By **RALPH CONNOR**
 Author of "The Sky Pilot," "The Doctor," etc., etc.

If the Great Northwest with its polyglot people, its boundless resources, its tempting prospects, its soil, its luck, its lure, its outdoor joy, has not seemed quite real to you, this book will take you to it—to the land

Where West Meets East

You will find yourself in Winnipeg; you fare onward over vast stretches; you hit the Edmonton Trail; you square with the dwellers in the land and with travelers and trappers from overseas; you hunt at Jack French's Night Hawk Ranch; you watch, through all the making of a man and the winning of a woman! She calls him, "My Foreigner," you'll never forget him—or her.

Price \$1.00. Postage, 10 cents
The Upper Canada Tract Society's Book Shop
 2 Richmond Street East, Toronto.
 James M. Richardson, Proprietor

A TYPICAL BOOK AD.

being sold. The intelligent reader passes on the good news regarding classic, or popular literature to his friends. But—the immense amount of sales that are not made! The works of our best popular living authors suffer premature oblivion, because many possible readers know nothing about them. The subtle charm of Mark Twain's philosophic humor might have delighted a few million more readers — if Mark Twain's works had been sanely ad-

vertised. A million more citizens of the Empire are in love with Kipling's opinions, but they do not know anything about the greater Kipling. During this day of the renaissance of a bigger and broader religious sentiment the critical works of Matthew Arnold might be sold off quickly in hundred thousand editions, but people do not know anything about the solace Arnold's works contain.

The truth is that our big publishers often guess when they should know. The first step in the successful advertising of books must be the utter annihilation of the gambling spirit. As far as current fiction is concerned, Harmsworth and Munsey have reduced the publishing business to something akin to an exact science. Thus far they have read the popular mind fairly exactly. They have given the public what it wants—or, more justly, they have created a pseudo taste for what they have to give.

The book publisher should know public opinion. There should be no guess-work about his business at all. He should know approximately his minimum number of buyers for any work he contemplates publishing, just as the manufacturer knows the minimum number of probable customers for any article he may put on the market.

Having reduced the publishing business to a practical basis we may safely consider the logical methods of creating a desire for

the possession of given books. In other words we must augment the demand by vigorous and judicious advertising. That much is conceded. But, the book ad-writer has not arrived, at least he has not left any "foot prints" where one would expect to find them. However, we may safely assume that he is within hailing distance—ready for action as soon as the publisher is pressed fairly and squarely into the advertising arena.

Few men are naturally progressive. Most are born mediocre, lazy and conservative. Successful men abound; but environment and circumstances have made ninety per cent. of them—not they themselves. Up till yesterday the publisher was a professional, not a business man. And all professions are wrapped in the swaddling clothes of human intelligence. It is well for the publisher that considers himself a business man—a purveyor of the needs of modern hearts and minds. There's a market for his wares. And if millionaire publishers cannot spare a small percentage of their profits for advertising, surely their artisans, our popular authors, are sufficiently imbued with the commercial spirit to realize that the "turn-over's" the thing. The scribes would prefer seven per cent. on a two hundred thousand dollar "turn-over" to ten per cent. on one. And there you have a considerable advertising appropriation.

THE FRENCH ADVERTISING FIELD IN CANADA.

The Prosperity of French-Canadians. The free service of the large French newspapers. An interesting and informing article by W. J. Healy, *La Presse*.

We are favored in Canada with a great deal of variety. We find it in our geography, in our weather, in our politics, in our commerce, in our race, and in our language. Each of these kinds of variety possesses a large store of interest for the advertiser and for the student of advertising. Perhaps none is so important as variety of language.

Human nature is much the same throughout the civilized world. It is subject to similar needs and desires, and is swayed by similar influences. But language is the barrier. A man may want to know what you have to tell him, it may be highly important for him to know it and for you to tell it to him, but little progress will be made if neither can speak or understand the other's language. Advertising, which depends so largely upon the suggestive power of the written word, stands completely balked, until this language barrier is overcome.

In Canada we have this variety of language, but it is very limited in extent. For all practical purposes, we have only to consider

the two great languages, English and French. Moreover, each language is localized, to a very large extent, and we know just where we must speak and write in one, and where in the other.

This simplifies the advertising problem immensely. If we start out with the assumption that, in eight provinces we must speak and write to our prospective customers in English, while in the ninth we must use French, we will not be far wrong. Quebec province contains about one-quarter of the total population of Canada. Of these about 80 per cent.—or over one-fifth of Canada's population—are French speaking. Obviously, no selling or advertising campaign that aims to cover Canada, or even part of Canada, can afford to overlook one-fifth of the total population. The truth of this fact is now so generally admitted that there is scarcely one large national advertiser who does not devote a considerable part of his appropriation to the French field, represented by Quebec province.

But while they realize the necessity of covering the French field, some advertisers outside Quebec province are of the opinion that it presents unusual difficulties. They do not know the habits of the people, the kind of goods they buy, the papers

they read—as well as they do in the case of other provinces. They do not understand their advertisements when rendered into French; and they are not sure that, in the process of translation, the original meaning and force has been retained.

If such an advertiser has a chance to study Quebec province at close range, all his misgivings will be set at rest. He will find that the French Canadian, in whatever calling he may be, is quite as prosperous as any of the same class in Canada. He is rather a better buyer than the English Canadian of the same occupation, and he is very susceptible to the powers of good, strong advertising, especially when well illustrated. He reads the newspapers to as great an extent as the English Canadian, but his reading is confined to a smaller number of publications.

Lastly, such an advertiser as the one mentioned will find that, if the work of rendering his advertisements into French is well done, they will lose none of their strength, and may even, in some cases, be given more vividness of expression. The large newspapers must necessarily maintain an able staff of translators, since all their telegraphic, exchange, and other outside news is received in English. Part of this staff is also especially qualified to render English advertisements into strong, convincing French. The translation is then revised by experienced French ad-writers who make sure that every

selling point is given its full value and emphasis.

In the French field, as in every other, the advertising and the selling organization must harmonize, if the best results are to be obtained. French, or, at any rate, French-speaking salesmen are necessary, and correspondence, follow-up literature, catalogues, etc., should be in the French language. This may present an apparent difficulty, but, with the co-operation of the large newspapers that carry the advertising, it is easily solved.

As to the mediums to be used, a great deal might be said. In general, the considerations that guide an advertiser in his selection of mediums in other parts of Canada, will apply in the French field. Certain publications aim to cover certain fields, and in any territory where an advertiser wishes to conduct a campaign, he will get the best results by using the medium that covers the field most thoroughly, considering, most of all, the size and location of its circulation.

If he lays his plans carefully, to cover the French field, if he makes sure that his selling organization is in a position to realize to the greatest extent on the demand created by his advertising, if he chooses the right mediums and runs good copy in them long enough to be effective, no advertiser will have any reason to feel that the money spent in the French field has not brought him big dividends in the shape of increased business.

CURRENT ADVERTISING.

"An advertisement of York Springs water published in several Toronto newspapers recently contained these words:

City water to-day is not fit to wash in—much less to drink. Even its appearance makes it disgusting. Disease producing germs are often present, but the citizens are seldom warned, as at this time.

If in an advertisement it were stated that York Springs water is not fit to wash in, much less to drink, that it is dangerous and disgusting, the advertiser would be liable to a civil action, and to

CITY WATER TO-DAY

City water to-day is not fit to wash in — much less to drink. Even its appearance makes it disgusting. Disease producing germs are often present but the citizens are seldom warned—as at this time. The only way to be perfectly safe is to drink **YORK SPRINGS WATER** which sensible people now do.

Telephone Your Dealer or
Main 5198



Musk-Ox Robes

We have purchased all the Musk-Ox Pelts sold on the London market this year.

We have had the exclusive lot tanned to perfection, and the Tanner declares they are the best specimens he ever cured.

The fur is a deep brown-black, except the small buff colored centre, and every well kept robe will increase in value every year.

We have them in all sizes suitable for sleighs, automobiles, pony sleighs, or any other kind of vehicle, and they can be used as floor rugs.

The prices range from \$100.00 to \$250.00, and will be worth twice that amount in a few years' time.

This will be your only chance to purchase a genuine Musk-Ox Robe for some years to come, as the law now forbids the killing of the animal, and we control the whole output, which will be disposed of this season.

Write us to-day. Your enquiry will receive our personal attention, and we will explain to you our plan by which you can see the robe before paying for it.

Lamontagne Limited

BALMORAL BLOCK, MONTREAL

Makers of High Class HARNESS, TRUNKS, BAGS, Etc.

prosecution for criminal libel. The York Springs Company, being protected by law against such slanders, ought to be scrupulous in its statements regarding the water that is supplied to the mass of the citizens of Toronto. It ought not to make exaggerated charges for the purpose of increasing the sale of its water. Many readers of the newspapers cannot afford to buy expensive table waters, and it is wanton cruelty to fill their minds with fear and disgust as to the only water they can afford to drink.

An advertisement is not the place for such charges, even if they could be substantiated, and it does not look as if they could be substantiated. There is an evident attempt in the advertisement to create the impression that the bad color is caused by sewage. No other meaning could be at-

tached to such expression as "even its appearance is disgusting" and "disease-producing germs are often present." The bad color is caused, not by sewage but by storms, which throw up sand from the bed of the lake and clay from near Scarborough Bluffs. These deposits make water bad in color, and not quite so desirable for drinking purposes, but the cause of bad color ought not to be misrepresented. As soon as the water is in such a condition that boiling is necessary to ensure safety, it is the duty of the Medical Health Officer to give notice to that effect.

Dr. Sheard thinks that the manufacturers of table waters ought to be compelled to take out licenses, and submit their waters for examination by the Medical Health Department. Only in that way, he says, can a comparison be made between city water and minerals waters offered for sale. The public should have before it an exact information as to the quality of all drinking

water. It should be protected from disease, and also from misleading and panic-breeding charges about water supply."

The York Springs ad reproduced has called forth all the "rigor and vigor" of a writer on the Toronto Daily Star's editorial staff. In order that our readers may appreciate the *sweet* and *mild reasonableness* which permeates our stuff we have quoted the Star's criticism *verbatim*. The York Springs people must feel duly elated. No sane man could differ from the position taken up by the *Star*. It is never praise-worthy and seldom wise to work on the doubts and fears of the too credulous members of a community. The people who can afford to buy York Springs Water will scarcely be attracted by this style of advertising. Judged from a purely commercial standpoint the body matter of this ad is something akin to utter nonsense. The Toronto Star's attitude towards this sort of stuff is highly commendable.

* * *

Lamontague's ad points a moral and adorns a tale. It emphasises the fact that almost all classes of goods can be effectively advertised. The scarcity of Musk-Ox Robes makes the startling assertion of the sub-caption altogether reasonable. The agency deserves credit for developing this account, and undoubtedly the publishers are duly thankful.



How Your Telephone Grows in Usefulness

Telephones in Toronto
in 1899

6,536

Telephones in Toronto
in 1909

27,500



Just as the scope of Bell Telephone service has widened and facilities improved, so has the habit of telephone shopping grown in like proportion. At all hours of every day in the year the telephone is busy carrying orders to the stores. Convenience, economy, and despatch have substituted telephone buying and selling.

What This Means to Merchants During Christmas Shopping Weeks

That unless they are to run the risk of dissatisfying customers—of turning away trade—they should have as many telephones as their business demands. Why not be in a position to take all the orders that come to your store in this way? "Line busy" signals to customers prove that your telephone facilities are inadequate. Additional telephone sets, available here to order, will prove the least expensive method of getting all telephone orders that try to reach your firm.

Apply Contract Dept., Main 5400, for rates and further information.



THE BELL TELEPHONE COMPANY OF CANADA





Better Cigarettes

By quality, TUCKETT'S have built up an enviable reputation for their Tobacco and Cigars.

By quality, TUCKETT'S are building a like reputation for their Cigarettes.

Years of experimenting—years of improving—have resulted in Cigar and Tobacco Brands of such superiority as to win for them the largest sales in Canada.

Now the knowledge that has been gained during those fifty years of successful cigar and tobacco manufacturing, is being applied to the production of Cigarettes.

If the smokers of Canada are truly appreciative of quality in cigarettes—and without doubt they are—the TUCKETT Cigarette Brands are destined soon to attain a standing, both in sales and reputation, similar to that long ago accorded the TUCKETT Cigar and Tobacco products.

These Cigarettes are being made under conditions that cannot fail to win for them the favor of the connoisseur-smoker.

Expert workmanship, modern machinery, a scrupulously clean factory—these are important factors in securing the purity and high excellence at which TUCKETT'S aim.

And, most important of all, the Tobaccos put into them are the result of expert selection and careful blending.

In the "CLUB" Brand (15; for package of 10) the very finest Virginia leaves are used—tobacco superior even to that usually found in 25c brands.

In TUCKETT'S "SPECIALS" (15; for 10) a particularly delicate and mild Turkish leaf is used—a leaf that is everywhere rich in flavor and aroma.

In the "T & B" Brand (10 for 10c) is a special blend of Virginia, designed to please the palate of the smoker who likes a "full-flavored" cigarette.

Tell this Man Behind the Counter—

"I'LL TRY TUCKETT'S"

De Frost's latest invention is not liable to make Bell Telephone stock slump for some time. Twenty years after this the wireless phone may be a boon to humanity. To-day the Bell company controls the situation. The ads running in the Toronto papers are sometimes not pretty; but still they are attractive. Moreover the copy is always explanatory and reasonable, and should appeal powerfully to merchants and people who believe in home comforts at a fair price.

* * *

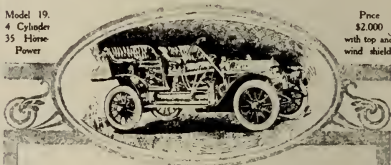
At last one Canadian tobacco manufacturer has realized the significance of advertising. Tuckett's cigarette advertising is at once attractive and convincing.

Those who have believed that it would be foolish to advertise tobacco, cigars, et cetra are probably changing their minds about now. This kind of advertising is bound to be effective. It is merely a question of *keeping everlastingly at it*. Don't let up. Hammer home the truth. And then hammer some more.

* * *

Canadian automobile advertising is often attractive—seldom convincing. The "McLaughlin-Buick" may be the best car in Canada at the price, but no man would be apt to infer that much from the copy. To make assertions regarding the incomparable excellence of any product is not salesmanship. That kind of

Model 19.
4 Cylinders
35 Horse
Power



Price
\$2,000
with top and
wind shield.

"McLaughlin-Buick"

The Car with the Best Reputation and the Best Reasons for Having That Reputation

Wisdom in motor car selection consists principally of delay in purchasing—just enough delay to enable you to look carefully into every make of car on the market.

If all motorists possessed this kind of wisdom, an even larger percentage of the cars in use in Canada would be "McLaughlin-Buicks."

The cause of most motor car troubles is hasty purchase—buying on the "say-so" of a smooth salesman.

Don't you make that mistake. Don't even take our word for it that the "McLaughlin-Buick" is the only car for you.

We do honestly believe that—believe it so strongly, in fact, as to feel confident that complete investigation and calm deliberation will surely end in your owning a "McLaughlin-Buick."

All we ask is a chance to give you a demonstration.

Send to-day for Catalogue.

McLaughlin Motor Car Co., Limited

Head Office and Factory—OSHAWA

Toronto Garage, Cor. Church and Richmond Sts.



Three appetizing and health-giving foods enjoyed by young and old alike

MACLAREN'S IMPERIAL CHEESE is a perfect cheese, a wholesome and nutritious food, with a creamy, smooth, creamy flavor. Made from only the cream and perfect cream in the most sanitary fashion. Properly matured, which means grating and melting in equal portions. As pure green-tinted as a pea.

IMPERIAL DESSERT JELLY is the easiest to make and rich in food properties in condensed form. Undoubtedly the most beneficial dessert money can buy. Eat and enjoyed by the "selects" because of its absolute purity. Excellent fruit flavoured—more package will convince. All all reputable grocers.

IMPERIAL PEANUT BUTTER is a food pure and simple, made from selected Spanish peanuts, rich in brain and tissue building properties. Why not use it as every intelligent of ordinary creamery butter? It is much richer in nutrients and has a flavor peculiarly appealing. Order a bottle from your grocer. From 10c up.

CANADA CREAM CHEESE—Mild, rich and creamy. Put in 16-ounce, three ounce, from 10c up. Your grocer has it.

Under the most exacting sanitary conditions these pure foods are prepared from the highest quality raw materials by the

MacLaren Imperial Cheese Co., Ltd., Toronto, Can.

advertising is not selling cars today.

* * *

Some time ago a Presbrey copyman declared: "In automobile advertising the scheme of copy is necessarily the main essential upon which a successful issue of the campaign must rest." That's all there is to automobile advertising. General assertions convey little meaning to the mind of the prospective purchaser—do not give him any definite points of guidance—fail to excite his immediate interest and, lacking logical argumentative strength, falls short in the accomplishment of its purpose. Automobile copy could be made to appeal *so convincingly* and *so forcibly* to a man's sense of reason that the manufacturer adopting it *would be entitled* to and *would receive* the intending purchaser's *first* consideration.

* * *

Pure foods can be advertised effectively and convincingly. The MacLaren advertising is worth noting in this respect. The MacLaren products are not advertis-

ed as tit-bits, but as pure nutritious foods that can be enjoyed at almost every meal by young and old alike. The product's the thing when it comes to creating a permanent market.

* * *

The Regal Shoe ad has all the attractiveness that a dainty model can lend to an ad. But surely it would have been more sales-creating if it had been explained why women should prefer this shoe. Here we have a good general design and typography, but not one word said about Regal Shoes which could not be said as reasonably about almost any brand of footwear for women. Apart from the general attractiveness of Regal Shoe advertising, this ad is characterless.

* * *

Eaton's ad, specially prepared for Toronto Saturday Night, is a new departure in big store advertising and a beauty. While



You Can Secure
at Our Store the Exclusive
Custom Styles Now Being
Worn by the Women of
New York's Smart Set
in our
REGAL SHOES
FOR WOMEN

The latest shipment of Women's Regal styles has reached us, direct from the Regal factories. These Women's Regal Shoes are reproduced from advance models designed by New York and Paris custom shoemakers for the most fashionable women in society. We can sell you these dainty and charming custom styles at about one-third the custom prices. Moreover, in Regal quarters we can give you perfect custom fit.

\$4.00, \$4.50, \$5.00

Regal Shoe Store
110 YONGE ST.

A. L. Eaton
Regal Model

EATON'S

The beautiful garments given character by the excellence of design and quality displayed in our high grade collections all here. The extent of our manufacturing is such that we are able to supply a whole lot of goods at once at the lowest prices of export from the most able and reliable manufacturers of all and workmanship of our garments are represented in our London Store which are where we handle the finest and most beautiful of the latest designs in hats, coats, dresses and general tailoring and such that our own class of men, boys and girls with the latest and most to do. Price \$11.00.

At a sale of goods, of goods, to be had here, keeping in line with the best value of the new stock that has reached all and done. Price \$10.00.

For more information, call on the sales department, Eaton's, 1200 St. James Street, Montreal, Quebec, Canada.

T. EATON CO. LIMITED

the writer cannot discern much faultiness, art critics declare that the figures are not in exact proportion. The ladies, they say, are too tall from the feet up to the waist line. Perhaps the short waist is the cause of the delusion. My private opinion is that this is a sample of advertising reduced to a fine art.

LETTERS TO THE EDITOR Editor ECONOMIC ADVERTISING:

Sir:—The letter signed Paul Fitzpatrick in your November issue, regarding the sleepiness of Canadian magazine publishers caused me some amusement. If Mr. Fitzpatrick really telephoned to five Canadian magazine publishers, would he be good enough

to tell us what Canadian city contains five magazine publishers. I do not know of any such place.

Perhaps he meant periodical publishers. If so, his experience would be possible. It is so rare for an advertiser in this country to take up an advertising campaign on his own initiative that it would be an unexpected event to receive a telephone message about rates. Moreover, most possible advertisers are canvassed nine or ten times before they are even ready to consider a campaign. Finally, I believe that periodical advertising managers are so well posted about possible, probable and even improbable campaigns that not more than one advertiser in a hundred ever has an opportunity of telephoning.

So far as I can judge, periodical advertising solicitors are as active and as well-informed as men in similar positions on daily newspapers. However, if any of our representatives have been lacking in this respect, Mr. Fitzpatrick's letter ought to do them some good.

Yours sincerely,

J. P. PATTERSON,
Advertising Manager,
The Canadian Courier.

Toronto, Nov. 16, 1909.

Advertising, as a business, will thrive best under harmonious conditions—a friendly relationship between the different mediums which have proven their worth and which accord to all proper consideration.

MR. FRANK MUNSEY'S VIEWS ON "SPACE BUYING" CRITICISED.

The views of successful men too often accepted as final truth. The main cause of Frank Munsey's success lies in the fact that he boldly differed from publishers, who had attained success, when he began business.

Mr. Frank Munsey has evolved a new theory. And a theory is something that the big publisher has no patience with. He immediately proceeds to put it into actual practice. If there happens to be enough hard, matter-of-fact reality about this theory it lives to swell the Munsey treasury for the good of the reading public. If not it is promptly swept into oblivion.

A remarkable article by James H. Collins, entitled "Mr. Munsey on 'The Main Issue in Buying Space,'" appeared in a recent issue of "*Printer's Ink*," and should interest every publisher, advertiser and advertising man in Canada. Here is Mr. Munsey's new (?) idea. Believing that advertising is placed not altogether upon the merit of a publication, but partly by habit, the popular magazine creator has conceived the idea that it would be a wise and brilliant scheme to build up "the habit" while he is making a new publication worthy of the advertisers' favors. For this purpose he intends to grant

the advertisers in *Munsey's Magazine* the same amount of space in the *Scrap Book*—free of charge of course. The experienced Mr. Munsey believes firmly that in a year or two, perhaps three, national and international advertisers will gladly buy space in the *Scrap Book* on its merits.

The idea is wily, not judicious, and certainly not new. There's a certain publisher in the Empire who has been doing that very



A GOOD STREET CAR AD.

thing and doing it successfully for the last decade. This gentleman, as shrewd as any in the publishing business, has built up several new publications by turning the advertising of allied and established journals into them. And amateur advertisers have been impressed.

Doubtless a *Scrap Book* padded with *Munsey's* advertising pages will impress some advertisers. An advertiser in Kokomo, let's say, picks up the last issue of the *Scrap Book*. He leaves over the new publication and declares: "Evidently this is

no business creator. The big guns do not use a line of its space. It's not the proper medium for me."

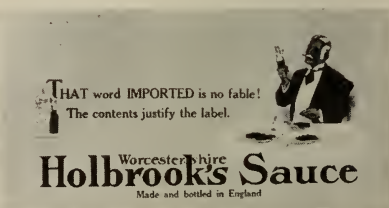
Next March this same advertiser will chance across a *Scrap Book*. It will be padded with all the advertising that *Munsey's* carries on merit. And the man from Kokomo will declare "This *Scrap Book* is certainly 'going some.' It's just the medium I'm looking for."

And he wires a contract instantly. Verily the scheme is a beautiful one. And it looks like a "money-maker," as David Harum would have said. But—is it?

That *one* publisher has practiced this scheme successfully for years only proves it to be *good policy*, from a pecuniary standpoint, as far as he is concerned. But that the scheme will dovetail with *Munsey's* business is very doubtful. While it will not prove disastrous—even if operated for years—yet it is liable to damage Mr. Munsey's prestige—blot his escutcheon. For the simple and conclusive reason that it is not altogether void of suspicion as a fair and square business proposition.

These are hard words. Let's examine our premises. If Mr. Munsey is correctly quoted in the article we have mentioned we may reasonably make the following inference. The big publisher firmly believes, deep down in his heart, that there is only *one* honest way of building up a revenue-producer like *Munsey's*, viz: by

giving the people the product of the best brains money can control and by fighting fairly and squarely for every page of advertising. But, Mr. Frank Munsey holds other beliefs—not reasonably, not conscientiously perhaps—but on the grounds of expediency. It costs an immense sum of money to establish a magazine that would compare favorably, in any single particular, with his earlier and now successful publications. This vast expenditure must be scattered over several years at least before the advertiser's faith in the new magazine develops



A GOOD STREET CAR AD.

normally up to the space-buying point. So Mr. Munsey has logically argued, basing his arguments on his wide experience and keen penetration. How to wipe out a part of this vast expenditure and at the same time gain the advertiser's faith to the fullest extent. That's the problem. And we are told that Mr. Munsey intends to solve it by padding one of his newer publications with the advertising pages of the current *Munsey's*. That may solve the problem, but there are some reasons for believing that *the new idea* will fail.

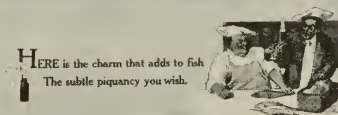
Give the pages of the *Scrap Book* free of charge, for even one year, to the advertisers in *Munsey's* and it is probable that you will destroy the faith of a large percentage of level-headed business men in the *Scrap Book* for all time. Why endanger the future revenue-producing powers of a good medium at the out-start? The *Scrap Book*, even to those advertising men casually acquainted with it, presents splendid possibilities.

On the other hand, will not *Munsey's* advertisers expect a premium right along if you give them a premium for one, two, three years or longer? But there are graver points to be considered. Will not the premium idea lower the prestige of *Munsey's* magazine. Its space is easily worth the price. Offer an advertiser the same amount of space in a new publication with the considerable circulation, as an inducement to continue, enlarge or begin a *Munsey's* contract, and he immediately infers that he has paid, or is asked to pay too much for space in *Munsey's* magazine. That conclusion is inevitable.

Space in the *Scrap Book* must be offered as an inducement, a premium to *Munsey's* advertisers or the big publisher's solicitors must go to probables with this quaint story: "We want to choke off a habit—kill an over-old custom. Space in the *Scrap Book* is worth \$150 a page per insertion right NOW; but you do not believe it—no advertiser will.

You do not believe that space in any magazine is valuable until it is evidenced as such by a goodly number of advertising pages. Help us to remove *your* delusion and the delusion of other advertisers by allowing your *Munsey's* advertising to appear in the *Scrap Book* free of charge."

Obviously that kind of story will not impress a clear-seeing advertiser. To offer *Scrap Book* space as a premium to *Munsey's* advertisers is just as lacking in commercial sense. And however sincerely Mr. Munsey may cling to his new idea some advertisers



HERE is the charm that adds to fish
The subtle piquancy you wish.

Holbrook's Sauce
Worcestershire
Made and bottled in England.

A GOOD STREET CAR AD.

and many reputable agents will consider the move as something savoring of deception.

When Mr. Munsey talks on "The Main Issue in Buying Space" he is in no way impressive. He has failed to view the subject from the standpoint of the reputable agent or the clear-seeing advertiser. He talks on the theme as the successful publisher would be expected to talk. Mr. Frank Munsey is a bigger man than that. Clearly he could have taken up the position of the sagacious advertiser, or advertising agent—viewed the subject

A WONDER

The Home Jo

Eighty-four leading Canadian manufacturers used advertising space in the December issue, which is more than double the space used for advertising in the November issue.

WHY THIS EXC

THE HOME JOURNAL HAS BEEN ON TRIAL for several years. Their decision has been rendered and the unanimous verdict is that for the number of high class readers, who buy from advertisers, than THE HOME JOURNAL used the December number to tell our readers about their products. It is safe to follow their lead; they are not in the habit of throwing away money on short-time contracts.

Atlantic Fish Co.
Bovril Limited.
Belding Paul Co.
Canada Furniture Co.
Canadian Salt Co.
Dunlap Mfg. Co.
Dominion Organ Co.
E. W. Gillette Co.
Galt Knitting Co.
Hiscott Institute.
International Varnish Co.
Salada Tea.
Meriden Britannia Co.
Oxo, Limited.
Quaker Oats.
E. D. Smith.
Sovereign Perfumes, Limited.

Toronto Electric Light Co.
Western Canada Flour Mills.
White Swan Spice Co., Limited.
Christie, Brown Co.
Dorenwend Co., Limited.
Albert Soap.
Battle Creek Toasted Corn Flakes.
Berliner Gramophone Co.
Canadian Kodak Co.
Delaval Separator Co.
Dillons Limited.
T. Eaton Co.
Gurney-Tilden Co.
Gillette Safety Razor.
Ingersoll Packing Co.
Dr. Jaeger.
Geo. E. Meadows Co.

Ask any of these Advertisers

'They will tell you that it pays them to concentrate their advertising in THE HOME JOURNAL, because every reader is a possible purchaser.

Try a three months' advertisement and become convinced. If you do not receive a copy of THE HOME JOURNAL, December issue. *Copy for next issue should come not later than December 1st.*

Do you receive copies of THE HOME JOURNAL regularly? If not, it is your obligation in doing so. We want you to know the magazine, as to know its value.

**Sample Copy, Advertising Rates and
Circulation Statement sent on request**



JUL GROWTH

Journal Advertising

the December HOME JOURNAL. The total advertising space used was 16,128
December, 1908, issue.

ADVERTISING INCREASE?

Manufacturers of goods used in the home and for women have been the judges;
class of advertising there is no medium they can use that reaches a greater
JOURNAL. These firms have such faith in their decision that 84 of them
firms such as the following place their seal of approval on any publication,
money. The following is a partial list. Some have yearly contracts; others

Clary Mfg. Co.
Cushman Mfg. Co.
Cymond Mfg. Co.
Lawrence Sugar Co.
Turnbull Co.
Canadian Thermos Co.
Cresline Co.
Washer Co.
Metallic Roofing Co.
Risch & Risch.
Cushman Furniture Co.
Cook Stove Co.
Benedict, Frank L.
Case & Sanborne.
Herty Mfg. Co.
F. Dalley.

Gold Medal Furniture Co.
Genesee Pure Food Co.
Heintzman, Gerhard.
Imperial Varnish Co.
Ambrose Kent & Sons.
Benjamin Moore.
National Phonograph Co.
Pickford & Black.
Jas. Smart Mfg. Co.
Steele Trough Mfg. Co.
Toronto Furniture Co.
Uptons, Limited.
Woodstock Wagon Co.
D. Maxwell & Sons.
St. Charles Condensing Co.
Cassells & Co.

Why they use THE HOME JOURNAL

to use space in a magazine where there is no waste circulation and whose
space in our January issue, speak quick. We refused advertising for our
15th to insure publication.
to have your name added to our mailing list. You place yourself under no
means to advertise in its columns.

WM. G. ROOK, Advertising Manager.

THE HOME JOURNAL

59-61 John Street,

Toronto, Canada

as they would have viewed it and talked accordingly. But Mr. Munsey errs where nearly all successful space-sellers err. He fails to view the matter solely from the buyer's standpoint. Had he banished the publisher entirely and surveyed the field from the advertiser's best interests alone, we would have had a revelation worth while.

Mr. Munsey on "The Main Issue in Buying Space" reminds us somewhat of Dr. Osler and his famous, or notorious edict. Osler airily announced the doctrine that a man of forty might be safely chloroformed in the interests of humanity. Mr. Munsey believes that the period of a man's greatest buying capacity extends from twenty-five to thirty-five. He advises advertisers to keep this class constantly in mind when buying space for the simple reason that Munsey's publications are mainly aimed at people ranging from twenty-five to forty. Mr. Munsey is quite candid. But, although a man of his undoubted genius and successful experience should be right, there seems to be good reason for believing that he is wrong. Pick out fifty men whose ages range from twenty-five to thirty-five, and fifty whose ages range from thirty-five to forty-five, and you will find in 99 cases out of 100 that the elder fifty have the bigger buying capacity. Mind you they are not "bounders"—they are not spenders in the sense that the younger men are; but their dis-

bursements inevitably wend their way into the treasuries of legitimate advertisers.

Few men under thirty-five who make their own way in the world, are probable automobile buyers. Many men about forty or more, who make their own way in the world, buy automobiles. Must we infer that automobile manufacturers should not buy space in Mr. Munsey's publications?

The trouble lies right here. A few of Mr. Munsey's experiments during recent years have proved costly—nothing more. The *Railroad Magazine* is not a success financially. The *Live Wire* is dead. The *Scrap Book*, worthy as it is, is not making headway. Obviously the only thing that Mr. Munsey can do is to try to prove that many advertisers buy space on the wrong basis. And he is partly right, because if real estate men were as timid as advertisers when a good "Buy" confronted them real estate men would seldom become rich. Now's the logical moment to buy *Scrap Book* space. It's cheap. A big circulation is guaranteed by Munsey's unique distributing facilities and by the man's utter impatience with little things. At any rate, I'm convinced that *Scrap Book* space is far too valuable to give away. And Munsey's prestige, as an advertising medium, will suffer severely the day the publisher carries out his half-digested theory.

* * *

Be friendly—write occasionally.

MEN AND PUBLICITY.

Mr. T. A. De Weese, publicity director of Shredded Wheat, delivered an address recently on "Some Airships in Advertising Space" before the "Poor Richard" Club in Philadelphia. A few extracts from his speech are used as fillers in this issue. Mr. De Weese has the happy faculty of expressing a great deal of truth in a very few words. We will try to secure a verbatim copy of his address for publication in a future issue.

* * *

Mr. W. W. Dickson has been appointed Toronto and Western representative for The Montreal *Witness* and other McDougall publications. Mr. Dickson has been on the advertising staff of *The News* for over ten years, and his thorough knowledge of the field should prove profitable to *The Witness*.

* * *

Saturday Night, Toronto, has blossomed forth into a big two-section Weekly, retailing at ten cents. The cordial response of the public is sufficient evidence of the fact that the publisher has read the popular mind correctly. *Saturday Night* has always been a high-class Weekly, appealing forcibly to men. The second section is altogether a woman's paper, Mr. Gagnier's purpose being to blanket the home entirely. *Saturday Night's* value as an advertising medium should be greatly enhanced. A

critical estimate of the paper will appear in our next issue.

* * *

Mr. H. E. Jackson has been appointed circulation manager of *Saturday Night* and all Gagnier's periodicals. Formerly Mr. Jackson was the foreman of the firm's composing-room, and his inside knowledge of the different publications will undoubtedly be profitably utilized. At present he is inaugurating a circulation campaign, as wide as the Dominion, which bids fair to be a big success.

* * *

The big daily newspapers of Canada are certainly firm believers in aggressive and persistent advertising. Several of them are doing splendid educational work which is bound to be effective. The direct appeal stuff of *The Globe*, Toronto, and *La Presse*, Montreal, is especially worthy of notice. We would like the privilege of reproducing some of *The Globe's* weekly letters in particular.

* * *

Mr. Paul Fitzpatrick's "Quest for Information," which appeared in our last issue, has caused a good deal of pointed comment. The advertising managers of Canadian magazines properly resent his criticism of their attitude towards prospective clients. His comparison was "very odious" and not at all in good taste. The courage of Mr. Fitzpatrick is commendable.

Having a grievance, real or imaginary, he correctly aired it in our columns. Our pages are at the disposal of subscribers for that purpose. But the editor of this magazine assumes no responsibility for the opinions expressed by contributors. The letter by Mr. J. P. Patterson, which appears on another page, would indicate that Mr. Fitzpatrick was very unlucky, or merely *grouchy*, or both.

The trained ad writer knows his business as well as an engineer knows his engine. When he looks upon a defective ad his watchful eye locates the defects immediately. He knows whether it is the proper placing of rules or type that is lacking. He also notes the advertisement that fails to bring out the good points of the product.

An ad should always be effective to win; departments should be arranged and displayed as to the winning cards by themselves. Make the whole ad speak for itself with an attractiveness. An advertising man is on the high road to success when he has learned how to make two inches, single-column, stand out from the surrounding surface like a rose in a weed patch.

Attractive advertising is the keynote to success. The real ad writer has a natural aversion and horror of an imperfect ad. He is a slave only to his ambition to excel. While he accomplishes a great deal in a day, it is no strain

on him, for he is master of his work, knowing that a well executed advertisement is a real zeal and advancement of the company's business. The tendency of writing only one kind of an ad, and that without any attractiveness, I think is a bad proposition to any merchant's trade. It is like an unkempt lawn or a dilapidated building, not well to look upon, for they do not have an alluring appearance.

In order to be an optimist, a man doesn't need to wear a vacuous smile all the time.

Faith is a good thing, but it is necessary to first make something worth while, and prove it. Therefore the necessity for giving reasons for the faith that is in you.

* * *

The moon shines with borrowed light. So does the article said to be "Just-as good."

* * *

A good deal of the matter in ads is decidedly inhuman.

* * *

It grates upon our sensibilities, talks to us as though we were either school boys or highway-men.

* * *

Real human interest is the kind which takes notice, in a sympathetic manner, of the ordinary affairs of life.

* * *

The effort to make a sale is subordinated to the desire to render good service.

KICKS AND HALFPENCE.

"As one goes from John O'Groat's to Land's End one gets more kicks than halfpence." Some Views by Earnest Elmo Calkins. —From "Printers' Ink."

A good deal of advertising is angling to catch the vacant mind.

This is not so bad as it sounds, because vacant minds do not necessarily possess vacant pocketbooks.

Dramatic critics decry the kind of things that young Mr. Cohan writes, but it cannot be denied that in these so-called musical comedies there is something doing every minute, and this general air of bustle and business is what interests people.

Just see the crowd standing around a large hole in the ground where a building is going to be erected, watching other people work.

The window displays of the National Cash Register Company are on this principle. They may not be the best sort of advertising, and they may not be always strictly and directly related to the subject advertised, but there is always something there, and usually it is something that has motion and, therefore, you nearly always see a crowd in front of the windows.

The difference between a picture that has action in it and a picture of still life is this same difference. As a rule, action in an advertising design, if not

essential, is at least good whenever the design admits of it. An automobile bowling along at a reasonable rate, filled with people, is a more interesting picture than the same automobile empty and standing still. It takes a good deal better artist to draw motion than it does to draw inertia. Apart from questions of art, motion should be drawn by a good artist because it must be natural. The crowd that turns over the advertising pages of a magazine, or that is casually glancing through a newspaper, is as easily drawn as the crowd in front of a window display, or where a cab horse has fallen, or where some laborers are laying the concrete underpinning for a large building.

* * *

If you cannot put action into a picture, you can put it into a head-line or into an opening sentence. Saying something vigorous, or telling the reader to do something, are both ways of putting action in words. There is just as much difference in styles of writing as there is in methods of illustrating. Some writers have a lively style; others a composed, dignified style. Short sentences, frequent paragraphs, Saxon words of action, vigorous ideas, few adjectives, all help to give a lively style.

I remember an editorial of *The Sun's* in defence of the word "got." Purists in English have proved over and over that there is no legal place in the language

for the word "got" in place of "must." *The Sun* points out that when two men have struck out and Casey is at the bat and hits out a long fly, the crowd doesn't say: "Go, Casey, you must go," but it says, "Go, Casey, you've got to go."

That is the difference between an advertisement written in cold but correct English and an advertisement written in the language of the people.

It is not necessary to be incorrect in order to be colloquial. The King James version of the Old Testament is written in splendid English, but it is full of the short, every-day words of the people, so it is far more forceful and effective than, for instance, a chapter from Henry James.

* * *

The real cleverness in advertisement writing comes from conjuring up a mental picture of the article in question, coupled with a desire to possess the article, and not in twisting words into catch-phrases which have an indirect relation to the article advertised, or none at all.

The so-called jingle advertising which still hypnotizes a great many advertisers, is the most useless and foolish form of advertising, because the metric form does not permit of direct and straightforward statements. Therefore, the advertising message is sacrificed for the sake of rhyme or meter. No advertising of this kind has been so success-

ful as the same amount of money spent upon a rational and sensible form of copy.

* * *

It is far easier to attract a crowd than it is to sell goods. The faker with the flaring flambeau, who draws the crowd to the tailgate of his wagon by a series of sleight-of-hand tricks, finds his real work commences when he attempts to sell this crowd his wizard oil. Too many clever advertisements get the crowd around the wagon and then drive away without selling any goods.

The best advertising is unconscious. You do not remember the advertising that made you buy goods. You absorbed it unconsciously and acted upon it without realizing where or how you got the impulse.

A perfunctory statement never convinces. The advertisement that sells goods is written with living words—living because sincere—sincere because true. Its illustrations are life-like because they have life. The whole advertisement suggests action and energy.

* * *

If you are really the "greatest ever" there is no use telling about it. Somehow it will leak out.

* * *

Any concern which trifles with its standing and reputation by permitting its product to deteriorate is just burning up money—reducing the net cash value of its most valuable asset.

Sow Your Seed on Good Ground

The following statement by C. W. Post, Chairman "Postum Cereal Company," in a letter addressed to Bert M. Moses, President of "The Association of American Advertisers" is right to the point.

"Quantity in circulation is by no means the only feature that the advertiser must look to. He absolutely must know the quality; in other words the character of readers."

The Mail and Empire.

gives both Quality and Quantity

Have you analyzed *the character* of the circulation of the advertising mediums offered you? If you were mailing invitations you would *select* the names to be addressed. In your advertising invite those whose trade is worth having.

Wouldn't you rather reach 1,000 homes with average annual incomes of \$3,000 to \$5,000 than 1,000 whose incomes average \$500 to \$800?

THE MAIL AND EMPIRE reaches 41,559 of the best Homes in Toronto and Ontario every morning. Homes of prosperous, well-to-do people who can and do buy and pay for all they want.

MAIL AND EMPIRE Circulation is worth more per thousand than that of any *other* medium in Canada.

It is fertile Soil for your advertising seed, and Certain to yield satisfactory returns.

**LET US CARRY YOUR
ANNOUNCEMENTS
INTO**

937

RURAL DISTRICTS

Canadian Farm

goes every week into 937 Canadian post offices. In every one of these we have from one to one hundred paid subscribers.

Mr. Advertiser you cannot send a circular to one person in each of these districts for the price that a 100 line advertisement will cost you.

Write us for rates and sample copy.

Canadian Farm
12-14 Wellington St. East
T O R O N T O

Sworn Circulation

That's the main issue when it comes to buying space. Consider what it means to you, as an advertiser, in actual dollars and cents.

THE Halifax Herald AND The Evening Mail

are the only papers in Eastern Canada that regularly furnish advertisers with sworn details of circulation and have the same flat rate for the same services to everyone.

**Circulation exceeds
18,000, an increase of
over 3,000 during 1909.**

Write for particulars or ask any recognized advertising agency.

WM. DENNIS
HALIFAX, CANADA

Canadian Collier's

THE SUBSCRIPTION price of Canadian Collier's is \$6.00 a year, and people who can afford to pay this amount for their favorite periodical are thoughtful, substantial, successful men and women.

Canadian Collier's guarantees its advertisers over 30,000 of these subscribers weekly.

It is but logical then, that those merchants who have already used its advertising columns have found Canadian Collier's a most potent medium for selling their goods.



E. C. PATTERSON

Advertising Manager

NEW YORK CHICAGO BOSTON TORONTO

A. H. BLIGHT

Canadian Advertising Manager

47-51 King St. West, TORONTO

**"One paper in the home is worth
a million on the highway."**

—Marshall Field.

The News is Toronto's acknowledged home paper.

THE TIMES, Hamilton

Has subscribers in nearly every city and town in Ontario
and the Northwest. **BRIGHT AND UP-TO-DATE**

Goes into the Homes

If you want **PUBLICITY** advertise in the : : :
HAMILTON TIMES

Advertising is the life of trade and the TIMES is the medium by which success is obtained
Daily and Semi-Weekly. One of the largest printing establishments in Canada.

How about **Your Printing?**

PETERBOROUGH

To reach the reading and buying public of Peterborough
City and district, you have to use the

Evening Examiner

Sworn Circulation over 3,000 copies.

Write for rates.



OUR OCTOBER ADVERTISING (5 issues) amounted to 153 columns in 1908, and 174 columns in 1909. This increase occurred in spite of an advance in rates of a cent a line. The earnings showed an increase of 26 per cent.

OUR NOVEMBER ADVERTISING (4 issues) totalled 135 columns in 1908 and 167 columns in 1909. The increase in the space was 24 per cent. and in the earnings over 40 per cent.

ON DECEMBER 1ST the Canadian Courier entered on its seventh volume. Though Canada's first and only national weekly, it has been successful beyond the most sanguine expectations. It is read in nine provinces. For example, it has over 400 subscribers in Halifax and over 500 in Vancouver.

J. P. Patterson, Advertising Manager.

THE CANADIAN COURIER

12 Wellington St. East

-

-

-

TORONTO

Alberta is now reaping the benefit of the greatest crop in its history. It has more money per head to spend in the next year than any Province in Canada.

THE CALGARY DAILY HERALD

is recognized as the leading newspaper between Winnipeg and the Coast. Advertising in it will pay. You can get full particulars and rates direct from the office or from any authorized advertising agency.

One New Town Every Other Day

in Manitoba, Saskatchewan and Alberta for the past eight years is a record of which no other country in the world can boast. A vastly increased trade for our manufacturers will be the result. THE COMMERCIAL can assist you in securing your share of this trade.

Our subscription canvassers will finish in a few weeks a complete canvass of these three great provinces, having covered in the past nine months every town and village. We have readers in new places we cannot locate on any map and only known to us pioneers.

To-day the merchants in these provinces are hungry for goods and they have the money to pay. Many are strangers and wedded to no one house. Their trade is yours if you go after it. THE COMMERCIAL is the **only** medium that should interest you. Ask anyone, they'll tell you the same thing.

Information regarding new towns and districts cheerfully furnished.

THE COMMERCIAL

TORONTO

WINNIPEG

MONTREAL

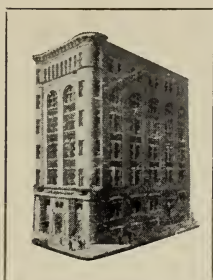
The National Medium

The Canadian Magazine still retains its well earned position as the "Premier" of all class and periodical publications issued in the Dominion. Judged from a literary standpoint it is "The Leader" among Canadian magazines and easily rivals the best big magazines of both England and the United States. Shrewd advertisers realize that the *main issue* in buying space is determined by the circulation of a publication and the "class" of its readers.

The circulation of *The Canadian Magazine* is national—its readers are the best buyers in Canada.

The Canadian Magazine

TORONTO



SATURDAY NIGHT

"A PAPER WORTH WHILE"

SUCCESS !

A word that modesty forbids, but truth compels.

The only word with which to describe the result of the enlargement of "Saturday Night" to a 32-page paper.

A paper which interests the entire household is by far the most successful and result-producing advertising medium.

"Saturday Night" is a family weekly and the substance of its reading material and advertisements is such that *every* member of the house can read *every* word *every* week.

No fakes nor disagreeable ads. can find a place in "Saturday Night"—a pleasant fact for both reader and advertiser.

Learn more about advertising in this paper by having a chat with our Advertising Man—*it might mean much to you.*

Saturday Night, Limited, Saturday Night
Bldg., Toronto

CIRCULATION GUARANTEED 17,000

IN THE COUNTRY IN THE CITY

The LONDON ADVERTISER

has a commanding circulation. It is read by all sorts of people, but more universally in the homes. Any advertiser to reach London and Western Ontario should use its columns. People read it because they like it.

Ask for handsome aluminum advertising rule.

Advertising Department

LONDON, ONT,

Why Not Tap Cobalt?—

The richest and most famous Mining Camp in the World—by advertising in

THE DAILY NUGGET

The *Nugget* is the only daily paper in the Cobalt District, and has a *guaranteed circulation* of 10,000. Ninety per cent. of our readers are good earners and liberal buyers.

Rates and full information on request.

Winnipeg Saturday Post


**A HIGH - CLASS
EXCLUSIVE
MEDIUM for
HALF-TONE
ADVERTISING**


**The
Home
Paper
of the
Canadian
West**

Your New Appropriation

The buyer of advertising space should consider the question of quality in circulation as carefully as quantity. **Winnipeg Saturday Post** has the unique distinction to possess both.

The real value in circulation is not in the number of people reached, but in the purchasing power of the readers who are reached.

Winnipeg Saturday Post is the home paper in its field, as its readers are protected against sensational news items and unpleasant advertising. It goes to its readers with clean pages, and consequently finds its way to the library table of the educated and refined, to be read by every member of the family.

Leisure on the part of the subscriber is a matter that is worthy of careful consideration. The paper which goes to its readers at the week-end, when there is leisure and inclination for careful reading, should produce the best results to the advertiser.

Send for sample copy and other information, which will be cheerfully submitted on request.

—WESTERN READY PRINTS—

A high-class illustrated service, featured with interesting, original articles of the magazine order.

An opportunity for advertisers to cover at nominal cost the territory reached by the most influential weeklies published in Western Canada.

Send for additional information and rates.

WINNIPEG SATURDAY POST, Ltd.

Argyle Building

: :

Winnipeg

IDEAL CONDITIONS FOR ALBERTA TRADE

Bountiful harvest, prosperous citizens, progressive merchants and profitable advertising in : : : :

The Edmonton Journal

MORNING

EVENING

WEEKLY

M. R. Jennings, Editor and Man. Director, Edmonton, Alta.

H E R E

is a well-known 44 year old fact.

THE FARMER'S ADVOCATE AND HOME MAGAZINE

(ESTABLISHED 1866)

is the leading authority in Canada on all Agricultural subjects.

Its circulation is among the best farmers in Canada, and is not equalled by any other agricultural publication.

Send for sample copy and advertising rate card.

ADDRESS:

THE WILLIAM WELD CO., Limited
LONDON, CANADA

THE SUN
(Morning)

THE STAR
(Evening)

THE NEWS
(Weekly)

90,000
Weekly

THE
PAPERS
THAT
COVER
NEW
BRUNSWICK

Published at St. John, N. B.

A couple of months ago we advertised a daily circulation of 13,000—bragged about it; said it was the biggest in the province. AND SO IT WAS.

TO-DAY WE GUARANTEE A DAILY CIRCULATION of 14,000 (7,800 morning and 6,200 evening.)

8,000 of this circulation is in St. John city; 5,000 to regular subscribers and customers in the province—the rest scattering. *And these figures are growing steadily.*

December 1st our rates go up $\frac{1}{4}$ c. on the morning paper and $\frac{1}{2}$ c. on the combination.

- Present rates on 2,000 lines:—

Sun or Star	Sun and Star	News
$1\frac{1}{2}$ c. (agate)	$2\frac{1}{2}$ c.	1c.

SPEAK NOW

ADVERTISING REPRESENTATIVES

We have an opening on one of our oldest and best established Trade Publications for a first-class experienced representative. Territory Ontario and Toronto. We are prepared to make an attractive offer to a competent man.

ADDRESS

H. GAGNIER, LIMITED, Toronto Saturday Night



Christmas

and all the other
three hundred and
sixty-four are good
days to read : : :

**Canada-West
Monthly**

(WINNIPEG)

¶ It is the magazine
magnificent in art and
text as well as great,
resultful advertising.



THE STRATFORD BEACON

STRATFORD, ONTARIO



The Beacon Building
Erected in its Jubilee year

Has a guaranteed circulation of

**2,500 DAILY AND
2,700 WEEKLY**

It covers its field thoroughly
and is read by all classes with
equal interest. No advertiser
can hope to reach the people of
this favoured locality without
using its columns. The rates
are low for the quantity and
quality of circulation. Send for
rate card or consult any accredited
advertising agency.

W. M. O'BEIRNE
Proprietor

Dee-lighted

Rifles
Shot Guns
Revolvers
Ammunition
Skates
Cutlery

THE Warren Sporting Goods Co.

Leather and Canvas Gun Covers
Made to Order. Tents for
Sale or Rent.

Sporting Goods
Hunting Goods
Fishing Tackle
Camping Utensils
Baseball and
Football Supplies

Toronto, Sept. 15th, 1908.

W. J. TAYLOR,
Publisher **ROD AND GUN AND MOTOR**
SPORTS IN CANADA
Woodstock, Ontario.

Dear Sir,—

We are pleased to state that results from our advertising in your magazine, **ROD AND GUN IN CANADA**, have been entirely satisfactory. **ROD AND GUN** undoubtedly covers both the Canadian and American fields thoroughly, for we have received enquiries from sportsmen from every part of Canada and the United States.

We are constantly in touch with the sportsmen of this city and they all speak highly of your magazine, according it a top position and an authority on all that pertains to hunting, shooting, motor-ing, canoeing, trap-shooting, etc., in Canada. You must have a good circulation in Toronto judging from the number of sportsmen we come in contact with who speak of your magazine.

Yours very truly,

WARREN SPORTING GOODS CO.

'Nuf Sed

ADDRESS

ROD AND GUN
IN CANADA

5 King Street West
TORONTO
W. J. TAYLOR, Publisher

THERE ARE OTHER PAPERS IN HAMILTON

Good ones, too, *but* none of them can serve you as thoroughly as

The Spectator

IT GOES TO THE HOMES

There are sixteen thousand houses on the City Assessment Rolls. Nearly *five-eighths* of that number are visited every evening by the SPECTATOR. You know what a medium like that means to you, Mr. Advertiser.

Complete Service

YOU cannot afford to overlook the mission to develop business in Western and Central Canada at a time when the Retail trade throughout the Western provinces are hungry for goods and have the money to pay.

Our Service covers the field so thoroughly, and is the ONE Trade Journal with a PAID list of subscribers, that offers maximum publicity at minimum cost.

Do you intend to share in this development? We can bring business your way. Ask for information and rates.

THE **COMMERCIAL**
Established over a Quarter of a Century
The Financial, Commercial and General Trade
Newspaper of Canada's Inland Empire.

TORONTO

WINNIPEG

MONTREAL

AN UNSOLICITED TESTIMONIAL FROM A SATISFIED CUSTOMER

LONG-CRITCHFIELD CORPORATION.

CHICAGO, Nov. 4, 1909.

Mr. Fred Diver,
Central Press Agency, Limited,
Toronto, Ontario, Can.

Dear Mr. Diver :

I want to thank you very kindly for the very prompt attention you have given in sending out our electrotypes on the orders recently issued. This is certainly the kind of co-operation which is worth a good deal to us.

I spoke to Mr. Taylor a few days ago and told him of the excellent services which we have received at your hands during the last two or three years, and you may rest assured that we certainly appreciate your work.

During the three years you have handled our electrotyping in Canada we have had only one complaint from a small paper way out in Alberta, and this fellow happened to receive a cut which he claimed was a little battered. This is surely a most excellent record.

With very best wishes, I am,

Sincerely yours,

LONG-CRITCHFIELD CORPORATION.

R. C. CHASE.

THE CENTRAL PRESS AGENCY,
LIMITED
70-76 PEARL STREET, TORONTO.
ELECTROTYPERS, STEREOTYPERS,
ENGRAVERS, DESIGNERS, &c.
ADVERTISING CONTRACTORS.

The Western Home Monthly

The peoples' favorite magazine. Circulation, 35,000.

To use its advertising columns is to invest money to the very best advantage.

Just read the following from one of the largest users of space in Canada, and one of the most experienced advertisers.

MOORE'S MUSIC LIBRARY.

314 Broome Street,
New York City.

New York, November 15th, 1909.

"The Western Home Monthly,"

Winnipeg, Canada.

Gentlemen:—

Enclosed please find remittance covering cost of our advertisement in the November number, also one hundred line copy for your Christmas edition.

We wish to thank you for the fair treatment extended to us, and in the future you can depend upon us for regular advertising.

Already the returns from the November insertion warrant a yearly contract. None of us are in business for our health. Of all the papers and magazines we have tried so far, yours stands *Ace* high with us.

Thanking you for past courtesies and trusting for a continuation of business relations, we remain,

Yours very respectfully,

Moore's Music Library.
Powell Moore.

RATES.

Single insertion, 15c. per line (agate).

1,000 lines and over (to be used within one year) 12½c. per line.

POSITION 25 per cent. extra.

14 lines to the inch, 180 to the column, 720 to one page.

HOME PUBLISHING COMPANY

Winnipeg

-

-

-

Man.

FOUNDED 1880

The Toronto World

MORNING and SUNDAY

The oldest one cent morning paper
in America.

The brightest and most generally
read morning paper in Canada.

Sworn Circulation

Average Daily Circulation from
Jan. 1st to July 1st, 1909. . **44,216**

Average Sunday Circulation from
Jan. 1st to July 1st, 1909. . **47,000**

All the big advertisers use its
advertising columns because it
pays. *Get our latest Rate Card.*

The World Newspaper Co'y, Toronto

The Globe

TORONTO, DECEMBER 1, 1909.

SIXTY-FIVE YEARS YOUNG— and troubled with growing pains— IN ADVERTISING

The record for increased advertising in THE GLOBE is almost phenomenal. The month of November, 1909, eclipsed all previous showings, the total being 1520 columns, or

335 COLS. OVER 1908

273 COLS. OVER 1907

IN CIRCULATION

The statement is equally satisfactory. During the last two weeks of November over four thousand 5-month's subscribers were added to THE GLOBE'S lists.

CANADA'S NATIONAL NEWSPAPER
Pleases Reader and Advertiser Alike

